



# Busan Hard Rock Cafe 부산 하드락 카페

Design DAWON · Nam Yong-sik (www.dawon.com) Design Team Dawon Design Studio Team Location 15, Haeundaehaebyeon-ro 298beon-gil, Haeundae-gu, Busan, Korea Built Area 1,894m<sup>2</sup> Finish Floor: Tile, P-Tile, Wood | Wall: Wallpaper, Metal, Fabric | Ceiling: Paint, Metal, Valchromat Construction DAWON Photographs Offered by DAWON

Worldwide franchise Hard Rock Cafe has opened a new branch in Paradise Hotel, Busan. It combines the concept of youth, freedom, and individuality with local characters to offer a unique experience.

The undulating metal structure on the exterior was installed in varied angles to like a melodic line. At the entrance, the symbolic guitar of the brand gives a strong impression. The staircase, which connects the shop on the first floor to the second floor restaurant, has been decorated with the collections and antiques of musicians over the world, reminding of a museum. The lighting and mirror on the ceiling reflect the entire space and present a magnificent atmosphere. The stage divides the second floor into four zones, and the lighting changes its ambience according to time.

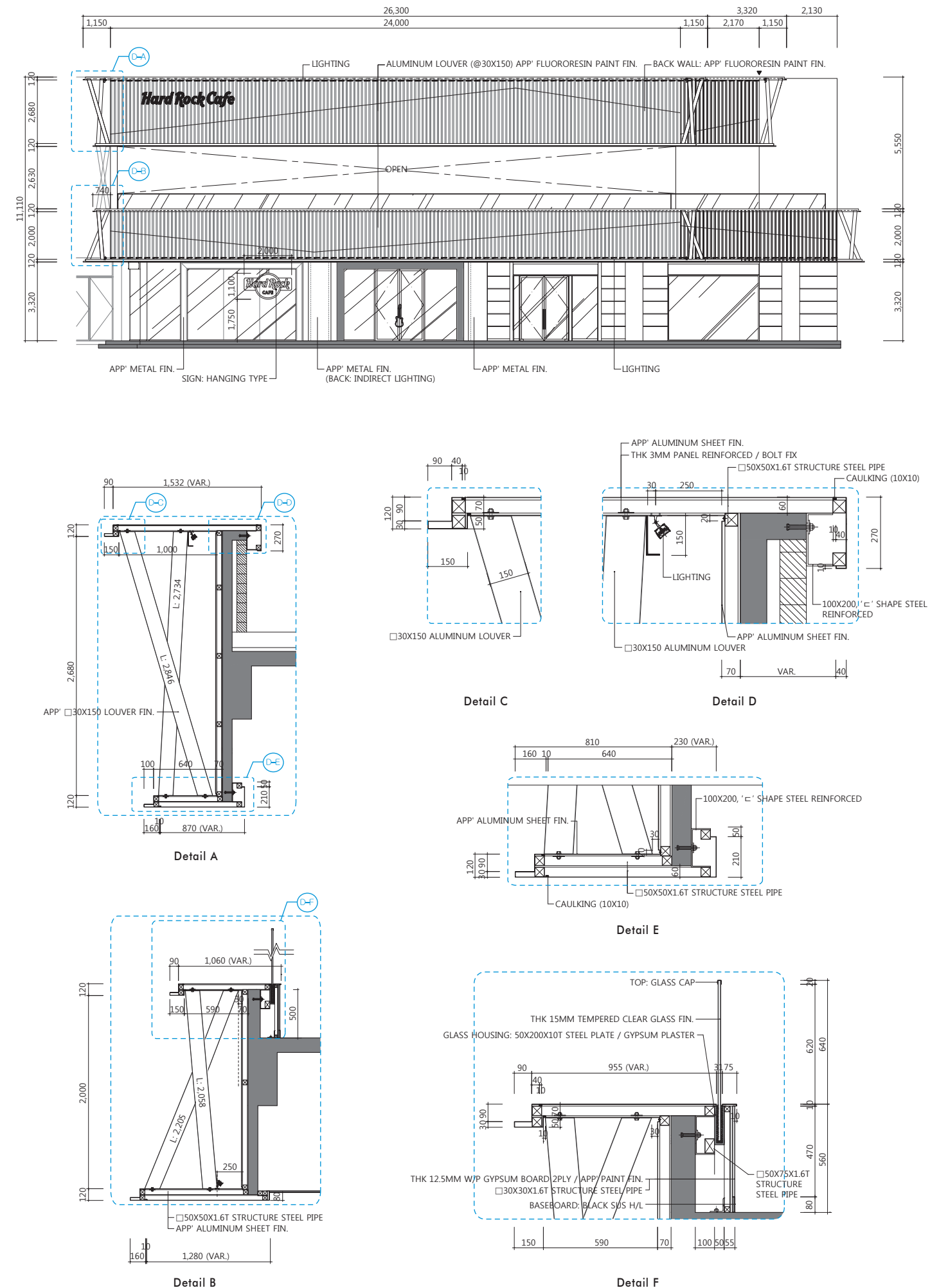
Busan Hard Rock Cafe will no doubt attract the customers with its dynamic and original design.

글로벌 외식 브랜드인 하드락 카페가 부산 파라다이스 호텔에 들어섰다. 이곳은 해운대의 지역적인 특징과 브랜드가 지닌 젊음, 자유, 개성을 담아 색다른 문화를 경험할 수 있는 공간으로 완성되었다.

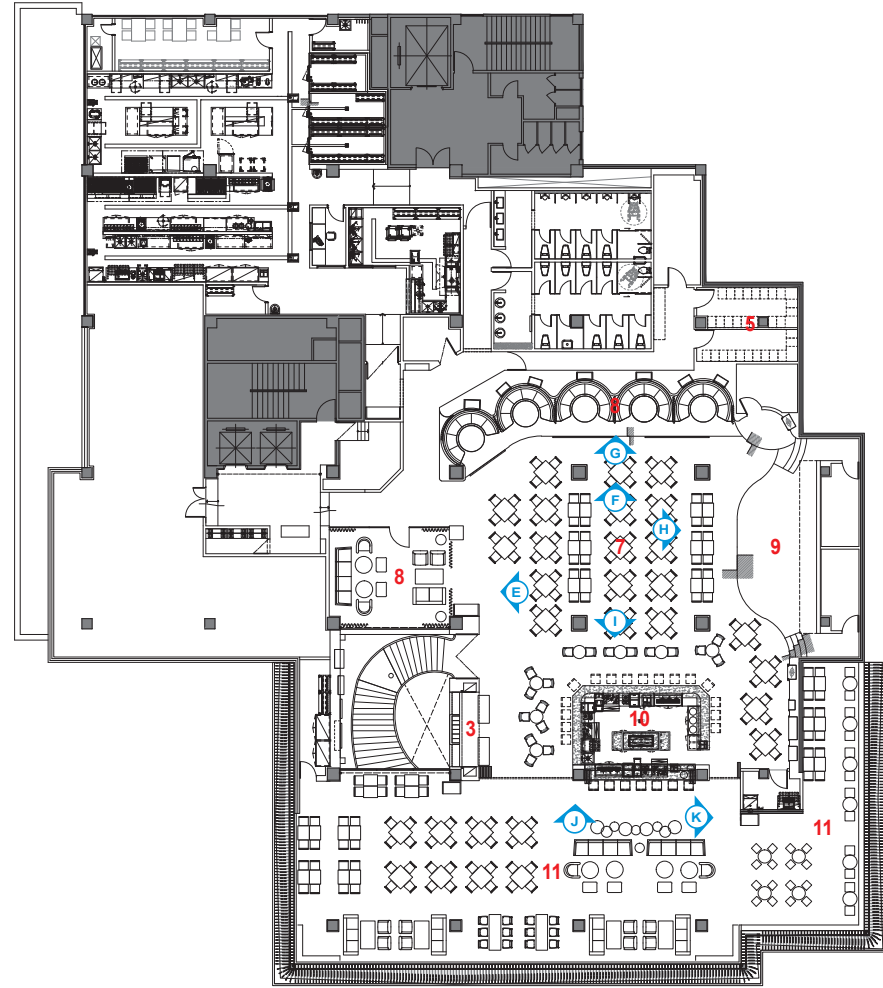
먼저, 외관은 음악의 선율을 모티브로 금속 구조물을 다양한 각도로 설치해 빛의 움직임에 따라 파도가 치는 듯한 느낌을 자아내고 있으며, 이곳의 상징인 대형 기타가 진입부에 설치되어 강렬한 인상을 전하고 있다. 내부로 들어가면 1층의 숭과 2층의 레스토랑을 유선형의 계단으로 연결하였는데, 계단의 측면에는 세계 뮤지션들의 소장품과 골동품들을 장식해 박물관에 온 듯한 느낌을 주고 있으며, 천장에는 조명과 거울로 공간을 반전시켜 웅장하면서도 독특한 분위기를 연출하고 있다. 2층은 무대를 중심으로 4구역으로 나뉘며 시간의 흐름에 따라 변화하는 조명으로 다채로운 분위기를 느낄 수 있도록 계획되었다.

이곳은 역동성을 담은 독창적인 디자인으로 오직 해운대에서만 만나볼 수 있는 매력적인 공간을 선보이고 있다.

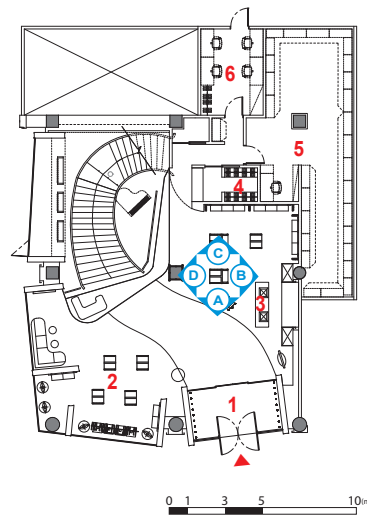
## ■ Facade



- 1. Entrance hall
- 2. Shop
- 3. Cashier
- 4. Coat room
- 5. Storage
- 6. Office
- 7. Hall
- 8. VIP area
- 9. Stage
- 10. Bar
- 11. Balcony



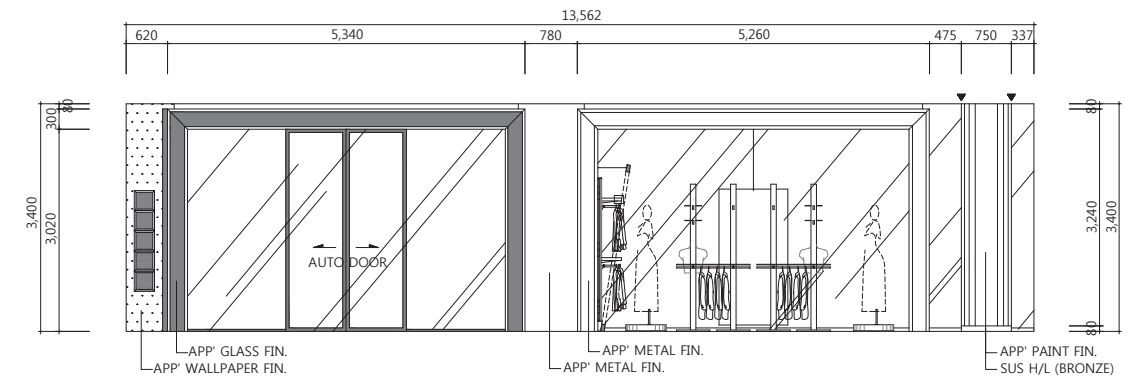
2nd Floor plan



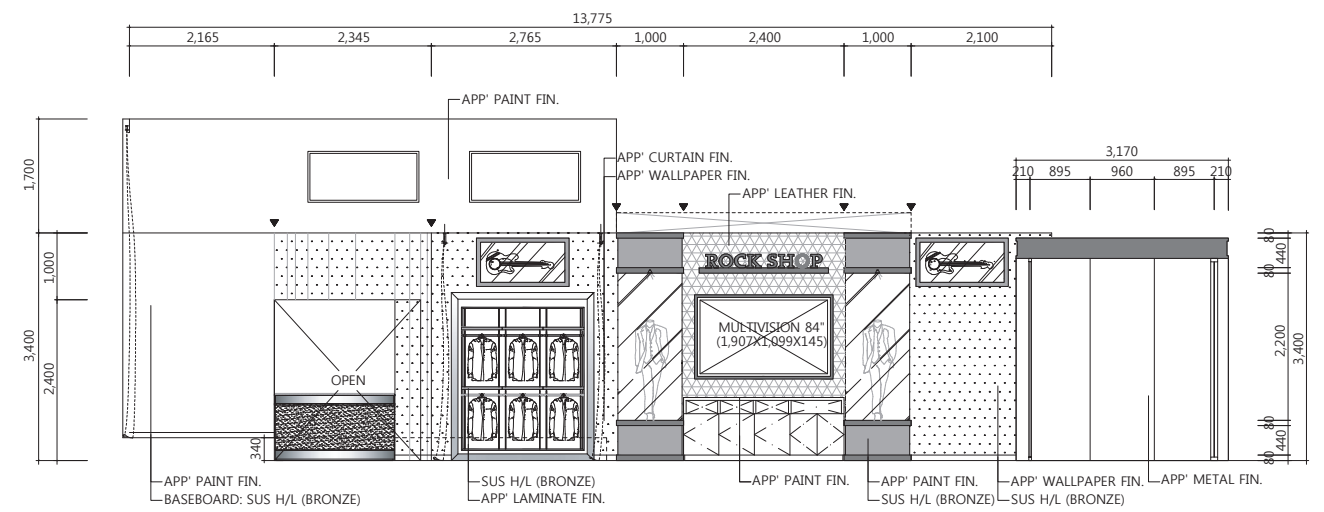
1st Floor plan



■ Entrance

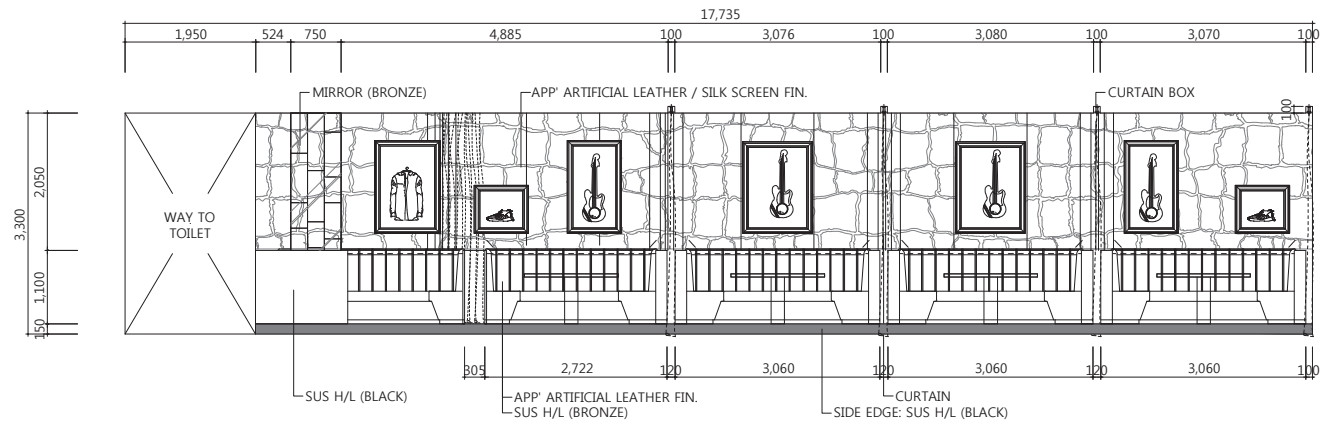


Elevation A

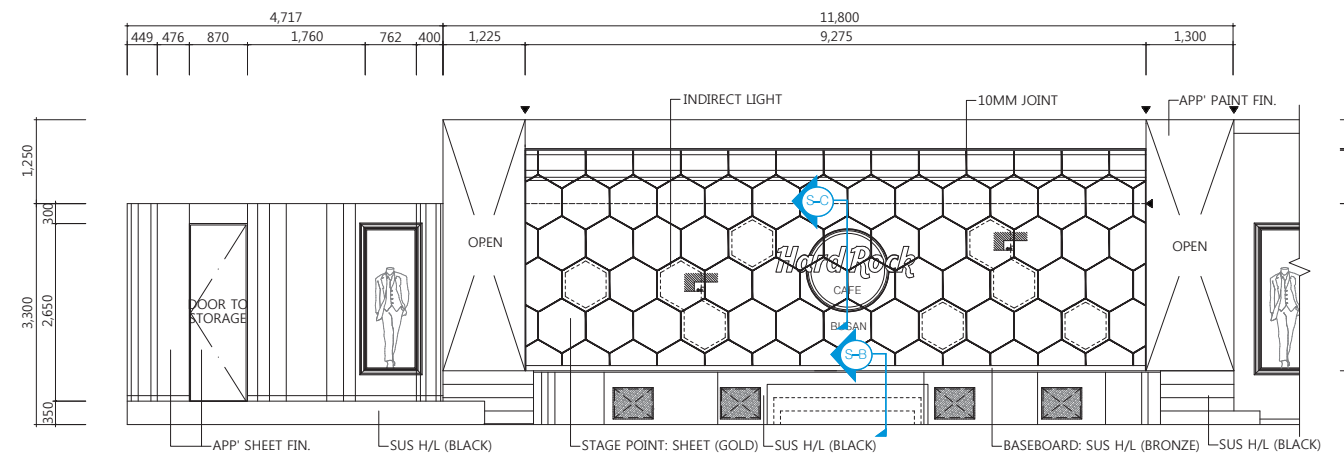


Elevation B

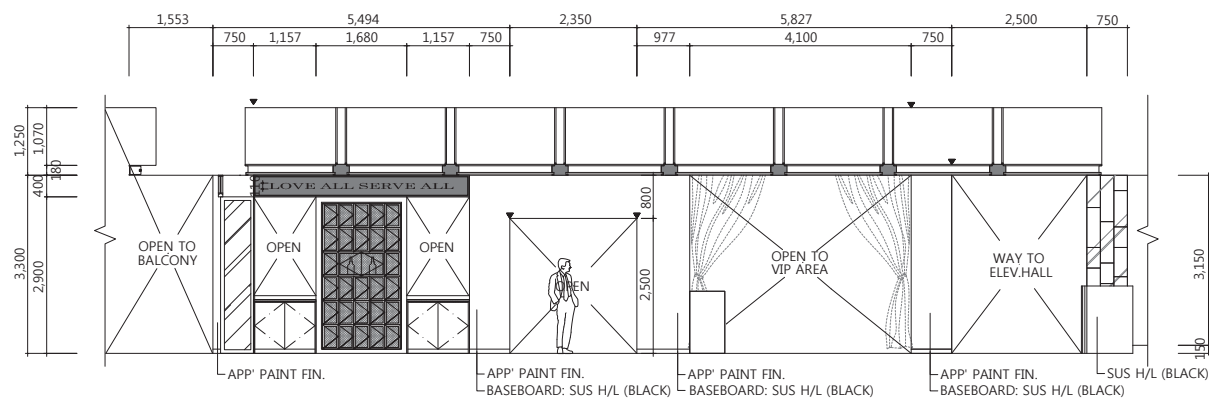




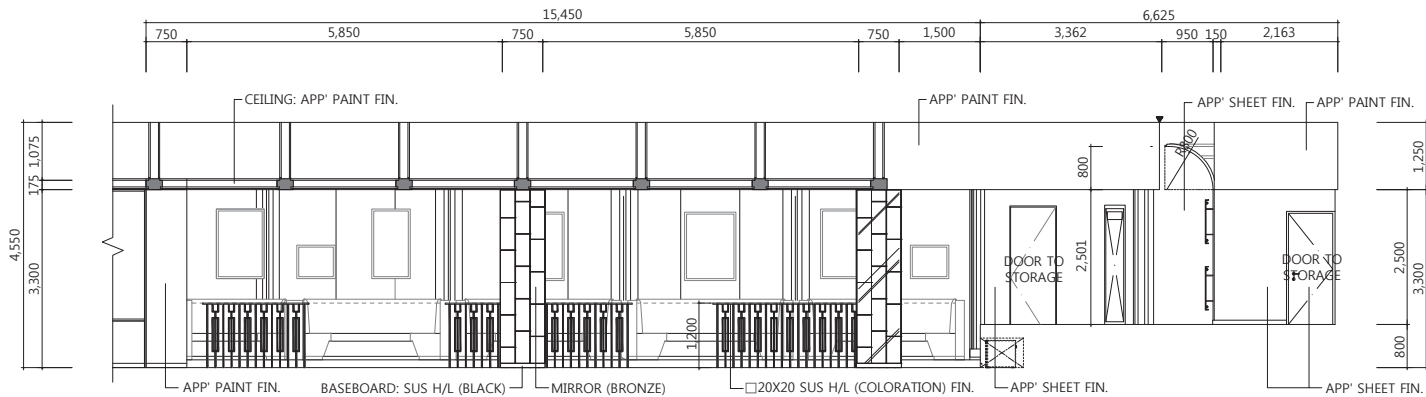
Elevation G



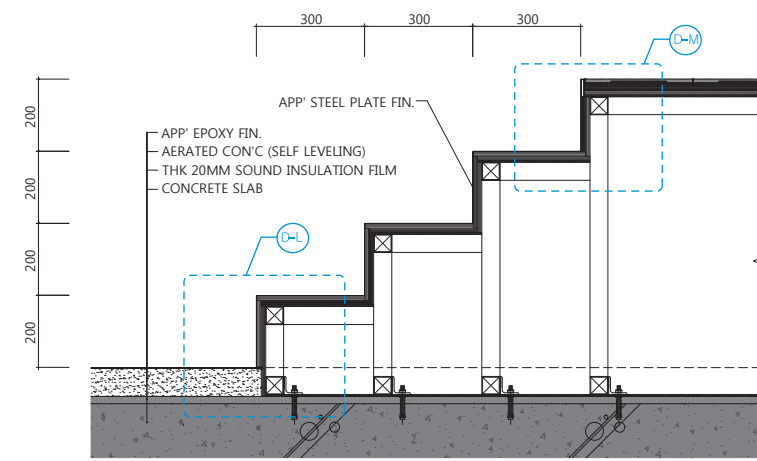
Elevation H



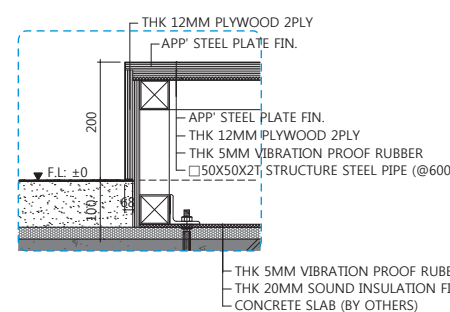
Elevation E



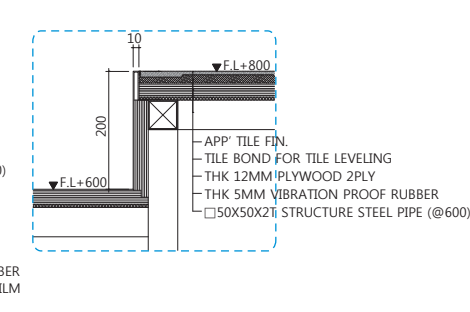
Elevation F



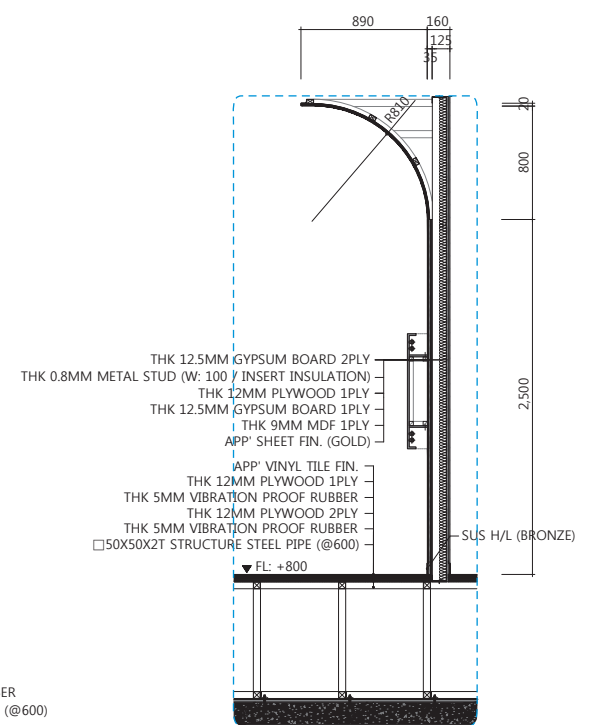
Section B



Detail L



Detail M



Section C

