



Focus Lighting sprinkles a little bright magic over **Powder**, a nightclub designed by Karim Rashid

By Alice Liao

According to designer Karim Rashid, dancing in the dark is a thing of the past when it comes to urban nightclubs. While dimly lit spaces and megasize dance floors were the norm in the 1980s and '90s, Powder, a New York City venue designed by Rashid for the new millennium, has free-flowing interiors and luminous walls to create an environment that celebrates going out on a more intimate scale. With atmospheric, multihued lighting that wraps a variety of seating areas for lower-key social interaction, "Powder is something of the antithesis of what nightclubs are typically about," he says.

Vibrant illumination by Focus Lighting sets the mood for Powder and amplifies its dramatic architecture. "The lighting at Powder enhances the futuristic shapes of the interior and plays a major role in

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activating people's imagination, making them feel that they are moving into a different world," says principal lighting designer Paul Gregory.

Situated in New York City's Meatpacking District, the 11,000-square-foot venue occupies the first floor of a 16,000-square-foot entertainment complex, which also includes a photography studio and a special events space. (The club itself has been a big draw for film and music companies renting the facility for premiere and launch parties.) Once a factory and later a garage, the raw space featured a pitched

Project: Powder, New York City

Lighting designer: Focus Lighting—
Paul Gregory, principal designer;
Diana Ades, project designer;
Gwen Grossman, assistant designer;
Terrence Connolly, project manager

Interior designer: Karim Rashid—
Karim Rashid, principal designer

General contractor: Fernandez
Construction

Electrical contractor: Mario Lozada