

# ESTUDIO MARISCAL

PRESS KIT

## CALLE 54 CLUB

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Integral development of the project,  
interior design, graphic applications,  
brand identity, merchandising and  
communication.

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**We constructed an exquisite "franchise" of Latin Jazz, recreating its loud colours, its iconography and its myths on a passionate stage.**

The integral design of Calle 54 Club, produced with the collaboration of the Fernando Salas Studio, is based on the graphic interpretation of the spirit of Latin Jazz. Its colours, its iconography and the mythomania that this genre has favoured are the ingredients that give the project identity.

A typography mural combines the three levels, as it backs onto the interior wall of the building and follows it. The great names in jazz are written in relief on a black support. This mural is a memorial and, at the same time, a glory wall. Like the Chinese Theatre in Hollywood, their names are written here in relief and give the premises the feel of a classical jazz temple.

Calle 54 Club is full of references that can also be found in the streets of Havana and in the Latin districts of New York or Miami. Loud colours, reminiscent of bumper car floors, of night clubs, of American bars, of jazz caverns. The theatrical landscape, scenography, is somewhat dramatic because it is possible to dramatise life and passion in it.

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**client** Calle 54 Club

**country** Spain

**tags** interiors and architecture, image and communication, Integral projects, artistic interventions

**related projects** tragaluz, splash & crash, le café metropol, calle 54

# Calle54























