

Join the Club

AT PENDRY SAN DIEGO, DESIGNER ALESSANDRO MUNGE INFUSES ENERGY, ATTITUDE AND CULTURE INTO EVERY DETAIL OF THE OXFORD SOCIAL CLUB.

BY ASHLEY WARD

Throughout history, there have been many different types of social clubs that exude exclusivity and opulence. No matter what type of club members found themselves immersed in, there were two common denominators: belonging and connection. Both concepts have weaved their way between the bricks of Pendry San Diego's newest luxury lounge, Oxford Social Club.

Located in the heart of

the Gaslamp Quarter on Fifth Avenue, the swanky Oxford Social Club melds playful underground nightlife and upscale exclusivity with its rich velvet interior, open lounge setting and 38-foot long crystal chandelier, the club's signature feature.

Pendry San Diego enlisted designer Alessandro Munge to help Clique Hospitality founder Andy Masi bring his vision to life, making this elevated space one of the city's hottest nightlife ven-

ues. (The hotel features two other Masi projects within the property—Lionfish and The Pool House.)

Here, Munge shares how he created a lively, luxury nightlife experience like no other at Oxford Social Club.

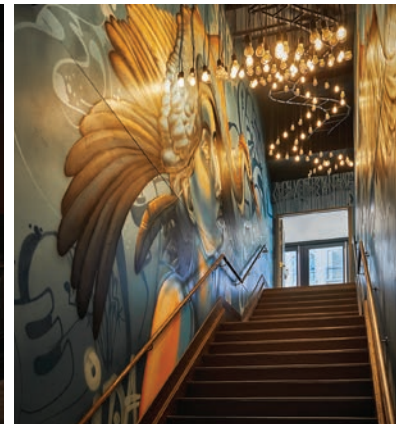
How did the concept of "social clubs" affect your creative choices?

The idea of a "social club" merges two contrasting elements of society, exclusivity and inclusivity. As like-minded individuals gather

as one, they form a membership to the Oxford Social Club with the appearance of exclusivity. We captured this sense of belonging as the concept resonates in our space planning. The open space encourages movement, interaction and dance



Designer Alessandro Munge



while the seat arrangements create intimacy and the capability for people to be part of smaller groups.

The Gaslamp Quarter district is known for its historical buildings of the Victorian era, some of which still possess their original structure from the late 1800s. Did the area's history have any impact your design choices?

San Diego's historical diversity inspired the element of layering in the Oxford Social Club. We wanted to pay homage to

the city's strong connection to the past without feeling contrived or imposing a quick solution; the design had to feel authentic and timeless. Rooted in traditional materiality, our era interpretation imbues a soulfulness achieved through rich velvets and leathers. These design details liven every moment with character and fun.

How did your designs affect the experience you wanted your patrons to have?

Since the Oxford Social

Club is located on the lower level of our Pendry Hotel, we wanted our design to be experiential and impactful before the guest even arrived inside the lounge. Building anticipation for the celebration that awaits them, guests descend into the Oxford Social Club through an emotive staircase lit by myriad raw Edison bulbs. Wandering further into the space, the guests can now discover the lounge in its full splendor: a wideopen entertainment retreat with hidden pockets to live freely within. **P**

Inside Oxford Social Club, one of the Gaslamp Quarter's hottest nightlife venues