

venue profile

# Warehouse

Club entrepreneurs Tony Nicholls and Joe Fletcher have transformed a north London venue into a new destination club

**A**fter developing two late-night venues in Romford in Essex, former DJ Tony Nicholls has moved into the outskirts of London for his latest project, Warehouse. He and business partner Joe Fletcher have taken what was a standard club and created a more cutting-edge destination with the “raw vibe of an industrial space” and state-of-the-art sound and lighting.

They brought in Howie Design, headed by Steve Howie, which has a background of working on club interiors including

the legendary Turnmills in London. Steve describes the design concept as retro, drawing inspiration from another iconic venue, the Hacienda in Manchester. Aiming for a minimalist look, he has achieved an industrial stripped-back look by adding bare brickwork to the warehouse interior.

The DJ booth has the same structure as one that Steve designed for Turnmills, with concrete blocks on concrete to stop vibration. On either side of the long room, standing galleries provide views of the DJs in action. “The sound is awesome and it’s been a great success,” Steve adds.

The music is “upfront house”, played by internationally known DJs such as Nick Curly, ATFC, Kerri Chandler and Copyright. More big names are coming up on a weekly basis such as MK, Lee Foss, Dyed Soundorom, The Martinez Brothers and Nice. The club’s layout has also been improved, adding a third room, with its own bar, for more “experimental and esoteric sounds”.

The bars are focused on spirits and champagne, with a menu of bottle serves for VIP seating. Options include bottles of Absolut, Belvedere and Grey Goose, which also comes as a magnum and three-litre jeroboam. Whiskies, gin, cognac and rum are also available by the bottle including Johnnie Walker Black and Courvoisier VS. Champagnes range from Moët & Chandon and Laurent-Perrier Rosé up to Louis Roederer Cristal and Armand de Brignac Ace of Spades, with several available as magnums.

The relaunch of Warehouse last summer was a new landmark in Tony’s career in the club industry after starting off DJing at the

## Where to find it

Unit H9, Hastingswood Trading Estate  
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[www.clubwarehouse.co.uk](http://www.clubwarehouse.co.uk)

## Who did it

Design: Howie Design  
AV: Full Fat Audio  
Furniture: Jacob Interiors  
Lighting: Viva Electrical  
Sound system: Funktion-One

## Sound system

A Funktion-One sound system has been installed at Warehouse, using Dance Stack loudspeakers that minimise distortion and allow for precise specification and control of bass content and mid-high dispersion. The imposing speakers themselves have an eye-catching look to match the quality of the sound. It was installed by audio specialist Full Fat Audio whose founder Dave Millard says it “will rival any dance club installation in the UK”.

It is configured in four positions comprising Funktion-One F221 sub bass, F215mk2 high-impact mid bass and Res 3SH mid high and high frequency, powered by Full Fat Audio FFA-10000 and FFA-6004 amplifiers. Further Funktion-One F101 loudspeakers cover ancillary areas, powered by FFA-6004s. The DJ monitoring consists of F101s underpinned by a single F215mk2 positioned at the DJ’s feet, powered by a single FFA-6004 amplifier.

Culture Shock club night at Hollywood in Romford in the 1990s. He went on to DJ and host parties in London, Ibiza, Amsterdam, Cyprus and Dubai. In 2011, he and Joe – another DJ – took on two sites in Romford and transformed them into The Buddha Lounge and Kosho.

Tony says that Warehouse aims to be a high-quality alternative to the temporary spaces that have become a regular feature of the house scene. “In recent years, closures have meant that London’s electronic music scene has been in constant flux. Events have shifted from club spaces to off-radar, unannounced venues.” While clubbers love these venues, the down side is that they have “bad sound, poor organisation and an overall sub-standard experience”, Tony points out. “Warehouse aims to change all that. With a stripped-back charm and a focus on state-of-the-art light and sound, the club offers a much-needed and exciting alternative to the over-saturated east London rave scene.”