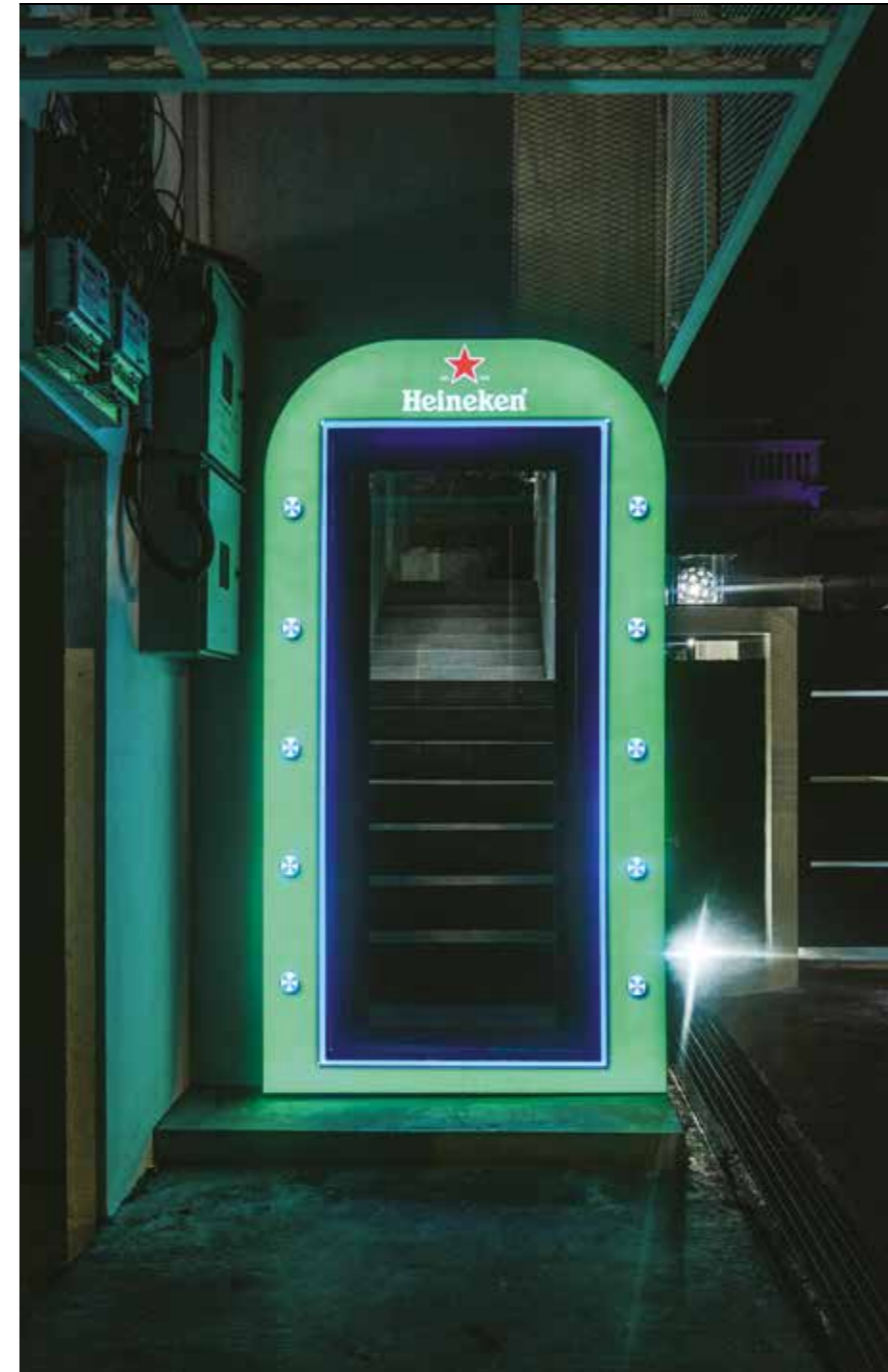




# A VERDANT VISION

A MOSTLY INCONSPICUOUS EXTERIOR DISGUISES A UNIQUE ESTABLISHMENT WHERE PATRONS CAN ENJOY THE AMBIENCE OF A BEER GARDEN WHILE TUCKED SAFELY INSIDE ITS FOUR WALLS.

From the outside, the largely undecorated building in Ipoh's Jubilee Park seems innocuous enough. Only the bright sign sticking out of a cage-like structure which is affixed to the top floor over the entrance that identifies said building as The Park Beer Garden gives passers-by any hint that the space is occupied. The only other external indication of the establishment's existence is the light door frame around its entrance which bears Heineken's signature colour and even sports the Dutch brewing company's logo.



Designer Name GOLDFIELDS CONCEPTS' DESIGN TEAM  
 Designation DESIGNERS  
 Project Location JUBILEE PARK, IPOH  
 Project Type COMMERCIAL BUILDING  
 Site Area (sq ft) 4,200  
 Completion Date OCTOBER 2018  
 Photographer IAN

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Any ambiguity about the nature of the place that might remain flies right out the window upon passing through the main door and ascending the stairs courtesy of the ingenuity of the designers at Goldfields Concepts Sdn Bhd. Tasked with transforming the rather massive space into a sophisticated bar with a clear focus on Heineken, they came up with the idea of an indoor beer garden theme which matched the lager beer's particular shade of green with ample amounts of actual greenery.

No part of the establishment showcases this more than the bar itself which is the first thing that greets customers upon reaching the top of the stairs. Backed by a wall covered in plants with the Heineken logo right at the centre, the fauna is highlighted by the designers' decision to go with a white textured paint finish and black marble top for the bar itself. A matching white floor and shiny black high tables paired with brown cushion high chairs complete the relaxed chic ambience of the establishment. For added flair, the wall next to the bar is lit with soft neon green lights and has Heineken's star stamped on it.





Vines wrapped around trellises hanging from the ceiling add even more greenery to the space as does a small similarly-decorated wall partition which visually separates the bar area from a section reserved for private functions. Sporting wooden floors and furniture, small bronze pendant lights, this space has an atmosphere suitable for quiet gatherings over drinks. Connected to this section is a small room-like part furthest from the bar that houses several wine cupboards and a cosy barrel-based high table for three that has a rustic yet refined feel to it.



On the opposite end of the establishment is a glass wall-enclosed dining space which continues championing the overall green theme with, aside from more vine-covered ceiling trellises, vines trailing down parts of the walls and several large potted plants. The greenery is complemented by a predominantly earthy colour scheme enforced through the use of wooden flooring, a section of exposed brick wall and brownstone-patterned tables that have been matched with light green chairs. The one exception is the rows of blue bench seats lining the walls that add a welcome splash of bright colour to the area. ■

