

Concrete unveils 77, an immersive nightlife and event space hidden beneath the streets of London and the BoTree hotel.



Hidden beneath the streets of Marylebone, Central London, 77 is a high-energy nightlife and event space within The BoTree hotel, designed as a seamless transition from refined hospitality to immersive nightlife and a vibrant subterranean venue. The project transforms a raw, double-height volume into a dynamic spatial experience where architecture, light, and sound operate as one.

By rethinking the spatial hierarchy of the nightclub typology, 77 delivers an immersive cohesive and visually kinetic environment where architecture light and movement converge to create a memorable nightlife destination. As a cultural destination rooted in its neighbourhood, 77 strengthens the connection between Marylebone's community and London's creative nightlife scene, offering a platform where music, people, and architecture converge.

Innovation & spatial experience

The design process began with the idea of an empty, double-height space. Rather than adopting a conventional theatre-style balcony, the space is shaped by an intentionally asymmetrical configuration. This unusual setup generates constantly shifting sightlines and alternative perspectives, allowing guests to experience the club from multiple visual angles across both levels.

Custom-built tiered seating and an upper mezzanine redefine how audiences relate to performers and to each other, with VIP tables spread across both floors offering direct views of the floor and full-service hospitality. A sculptural feature

staircase connects both levels, acting as both a functional connector and a focal design element that draws guests through the space and reinforces the venue's vertical narrative.

Lighting & audiovisual fusion

A continuous grid of gold and silver LED lines follows the curved, asymmetrical geometry of the interior. These luminous elements connect and interweave the upper and lower levels, visually stitching the space together into a cohesive whole. The lighting system is not decorative but architectural; its pulsing effects actively shape the atmosphere and form the backbone of an evolving light show synchronized with sound.

At the heart of the space, the dancefloor is organized around a centrally positioned DJ booth elevated on a raised platform. A monumental video screen cascades from the ceiling behind the DJ, spanning the full height of the wall and delivering dynamic visual content that responds to the music. Complementary screens positioned opposite extend the visual field, fully immersing the audience within a layered audiovisual environment.

Form

Materiality reinforces the club's dual identity of 'luxury and intensity'. A dark base palette establishes a dramatic backdrop, while gold and silver accents reflect and amplify light throughout the space. Opposite the DJ booth, the bar is clad in folded ribbed metal, introducing texture and depth. An illuminated back-bar display, framed by oversized mirrored panels, becomes both a functional and visual focal point.

Functionality

Engineered for total operational fluidity, 77 is designed for ultimate adaptability. Flexible layouts, transformable furniture and modular seating allow the venue to shift effortlessly between intimate lounge settings and high-energy nightclub configurations.

To ensure a seamless guest experience, full-service bars and restrooms are located on both levels. This layout eliminates vertical bottlenecks, allowing the floors to function as one cohesive environment or be partitioned into self-contained private hire zones. This adaptability is embedded deep within the spatial concept, enabling 77 to respond effortlessly to evolving programming needs and a wide range of events. The same modularity reduces the need for reconfiguration between events, minimizing material waste over the venue's lifecycle. By activating two underused basement levels within an existing hotel, the project also avoids new-build impact and makes the most of existing urban infrastructure.

Note to editors

About Concrete Amsterdam

Concrete is a multidisciplinary interior and architecture studio based in a canal house in the middle of the red-light district in Amsterdam. Since 1997 Concrete develops concepts. We develop innovative concepts that transcend traditional boundaries. Whether it's in architecture, interior design, urban design, branding and conceptual programming, our diverse talents converge to create unique and impactful solutions. Fundamentally, Concrete places people above buildings, recognizing that the essence of design lies in its human connection. We firmly believe that form should follow life, shaping environments that seamlessly integrate with the ways people live and interact.

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project information

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Concrete

styling

Concrete

executive interior designer

Orbit architects

architectural design

EPR architects

purchasing agent

Room facilities

lighting consultant

DPA lighting

general contractor

Ellmers

fit-out contractor

MCCue (public areas)

specialist joinery

Parla, Alpinegroup,

specialist lighting

Imagin global, Illumination, Nine united

total area hotel

14.973m² / 14 floors

hotel rooms

199 total

B2/B3:

prefunction area/toilets

270 m²

club space

402 m²

duration construction

4 years

opening hotel

September 2023

opening 77

September 2025

77 - appendix

specifications for off-the-shelf furniture & lighting + interior finishes

77

bespoke banquette seating

upholstered with
wall lamps
bespoke wok lamps

faux leather decovin basket & micropore nappa classic
Tom Dixon, press wall lamp
brass finish, by nine united

interior finishes

floor: terrazzo tiles by Agglotech, Amtico wood-look vinyl flooring,
walls: half-height wall panels black stained oak & upholstered panels with Maharam Tek-wall Aspect,
acoustic wall panels mute fit by DeVorm,
walls & ceiling: continuous bespoke gold & silver metal fins with integrated LED lighting by Imagin Global,
black granite natural stone, gold prism plate by fielitz.

Prefunction B2/B3

bespoke sofa with upholstery
Decorative pendants
Pendants lift lobby

faux leather micropore nappa classic
Flos lamp arrangements
Japth, wheel

interior finishes

floor: terrazzo tiles by Agglotech, dark grey carpet Leoxx silky lounge
walls: black venetian plaster, Vescom wallpapers Sagara, Ketoy, Aikin & wallpaper Casamance Métal Textures,
black stained oak panels, acoustic panels Mute Fit by DeVorm,

public toilets B2/B3

interior finishes

floor: Kronos Ceramiche tiles Dune & Nuit
walls: Marazzi Lume tiles in green & blue tones, Metallica Black Lux tiles

Event entrance GF

wall light
wall light

Marset Ginger A
Astro Lighting IO 420

interior finishes

floor: terrazzo tiles Agglotech, Forbo coral classic mat
walls: wall panels/cabinets in black stained oak & walnut, polished plaster Armourcoat