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## THE PERMANENT POP-UP

Sella Concept designs Night Tales' new home in Hackney

Now Open



View through the railway arch entrance to Chasing Tales Bar, designed by Sella Concept.  
Photograph by Nicholas Worley.

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After five years of lighting up the London night, pop-up bar/club/restaurant fusion **Night Tales** has settled down – with a **new semi-permanent, year-round home** beneath the railway arches of **Hackney Central**.

Spread over two arches in and spilling into a vast manicured garden terrace, the brand's new home will be its biggest venue to date, housing a **300-capacity nightclub**, **outdoor drinking and dining areas with space for 500 people**, a **mezcal cocktail bar** (Agave), **Asahi Super Dry Bar**, an izakaya-style **Japanese grill** (Fat Baby, helmed by ex-Umu and Pitt Cue co chef Gregory Rounds) and a **pizza parlour** (Night Tales stalwarts Sons of Slice).

Responsible for yoking all these diverse elements together is **Sella Concept** – the design studio who have overseen the look and feel of recent bar/restaurant openings, **Omar's Place** in Pimlico and soon-to-open Piraña in Balham. Having worked closely with the Night Tales team last year – on the pop-up's rooftop terrace bar at Netil House in London Fields – Sella Concept founders **Tatjana von Stein** and **Gayle Noonan** were appointed to oversee its permanent venture, combining the best of London's gastronomy, bar scene, culture and nightlife. The duo were well acquainted with the aesthetic and ethos of the brand, but the challenge was to connect the disparate parts of the new Night Tales into a coherent, impactful whole, while addressing the structural constraints imposed by the railway arches.

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The Japanese Garden Bar at Night Tales designed by Sella Concept. Photograph by Nicholas Worley.

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Tatjana and Gayle first stepped into the arches in **October 2017**, when they were nothing more than the oil-streaked industrial shell of the auto garages that had previously occupied the space. Together with the Night Tales team, they developed a scheme that **stirred together** the Japanese identity of the Asahi Bar, the garden and new food offering Fat Baby, with a distinctive **1990s aesthetic**.

Throughout the Agave bar and dance floor, peach and pink tones abound in the material palette, with booths formed from **peach-toned resin** and **powder-coated metals**, **pigmented concrete** and **rose mirrors** juxtaposed with more heavyweight raw materials, such as the concrete bar façade and **reflective metal finishes**. **Cherry timber** features and **burnt-wood detailing** nod to the organic materials of Japanese design.

Responding to the curved architecture of the building, Sella Concept conceived a space full of **rounded edges** and **circular details**, from the shape of the booths to the arc of the opening into the garden. Bordered in bright peach and reflected with a circle on the floor, this dramatic circular entrance leads into a beautifully manicured **4,000sq ft sun-trap garden area**, dotted with day beds and private booths, and served by a **9m cocktail bar backed with a dramatic waterfall**. Atop Fat Baby at the far end of the terrace, a huge neon roof cone directs guests' attention to the railway above. In just nine months, Sella Concept, Night Tales and construction specialists the **Halo Group** have transformed the neglected space into a bold and original destination for **music, drinking and dining** in East London – just in time for the **British summer**.

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*'The key was to create a scheme to link all the areas through colour, materials and behaviour. We wanted to stay away from the usual East London bar aesthetic (industrial/foraged chic) and the traditional Japanese theme, so we pushed the perimeters of both.'*

- Tatjana von Stein, co-founder, Sella Concept

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Sella Concept co-founders Tatjana von Stein (left) and Gayle Noonan (right) pictured in their studio. (Left) Booths formed from peach-toned resin and details of powder-coated metals by Sella Concept. Photography by Nicholas Worley.

## NOTES TO EDITORS

**Address:** Night Tales, Arches 14 & 15 Bohemia Place, Mare Street, London E8 1DU

### Opening times

Thursday 6pm – midnight (free entry)

Friday 6pm – 3am (£5 after 9pm)

Saturday 3pm – 3am (£5 after 9pm)

Sunday 2pm – 10pm (free entry)

[nighttales.co.uk](http://nighttales.co.uk)

[@NightTalesLDN](https://www.instagram.com/NightTalesLDN)

### About Sella Concept

Set up by Tatjana von Stein and Gayle Noonan, Sella Concept is a design studio specialising in shaping immersive, experiential commercial environments that engage and inspire all who set foot in them. With a background in interiors, events and graphic design between them, They are able to offer a full spectrum of design services, spanning interiors, visual identity and branding, event design and curation. As well as Night Tales, their portfolio includes designing eye-catching and engaging retail spaces, restaurants, bars, hotels and members' clubs; and they have also worked on high-profile launches and landmark projects for the like of Google, Netflix and Instagram.

[sella-concept.com](http://sella-concept.com)

Instagram [@sella.concept](https://www.instagram.com/sella.concept)

For more information about the design of Night Tales or on Sella Concept's other commercial projects, please contact **Jessica Knowles** at Zetteler: [j.knowles@zetteler.co.uk](mailto:j.knowles@zetteler.co.uk) / +44 (0)20 3735 5855.