

World's Top Nightclub Designers: Bigtime Design

Designer, nightlife impresario and Bigtime co-founder Callin Fortis is primarily known for designing and branding the international and award-winning brand of Crobar nightclubs – is combining fashion, music, branding and architecture into one package with new company Bigtime Design Studios (BTDS).

BTDS recent projects include working as the interior architects for Morgan's Hotel Group's Mondrian South Beach, a dirty disco re-imagining and build-out of the Cameo Theater (for which Fortis received a interior design award nomination) and a full scale re-branding of UK dance music institution Gate-crasher. Bigtime has also completed numerous projects in Chicago, including Ristorante Angelina, Exit, Franks, Glow, Hi Tops, Kaboom, Neo, oo-la-la, Tequila Road House, Vinyl and Watusi.



The common thread in all of Bigtime's work is that there is sociology to good design. "People might ask what kind of social or political dislocations my designs represent," says Fortis. "If you look around any significant design you will find that successful space is interpreted as a social and political monologue, where each user reacts with whatever emotions they already possess." Bigtime Design is a collaborative studio, consisting of a team drawn of creative artists, architects, designers, and nightlife

marketing pros. Fortis and his crew utilize a design ethos where oversized objects create the experience, while the human-sized details evoke a personal connection and create a lasting memory. "I encourage design to react with you, not to you," says Fortis.

For more information visit bigtimedesignstudios.com