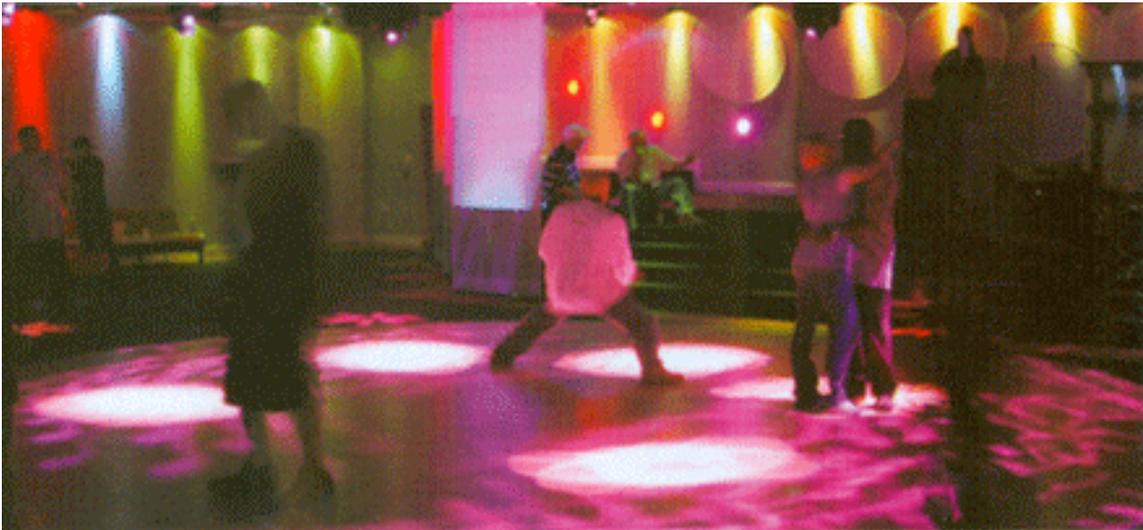


When Magruder's Pub first opened at Fort Jackson, S.C., in 1995, the hope was that someday, the back area of the facility would become a dance club. That some day was Feb. 20, 2007, when Magruder's Club opened, leading to the renaming of the facility as Magruder's Club & Pub.

"When we originally opened Magruder's Pub, we hoped to one day open the back part as a dance club," said Rose Ann Turner, chief, business Operations Division at Fort Jackson. "In June 2005, when we did the budget for fiscal 2006, we planned on starting the project. In the later part of fiscal 2006, we started the renovation."

The original renovation turned the front portion of an old trainee club into a pub with a sports theme, along with many video games, pool tables and large-screen TV's. "When we talked with the designer about the design concept, we indicated to her that we needed to stay within budget, and that we hoped she could develop a project that would coordinate with Magruder's Pub," Turner said. "We also wanted a high-energy place for dancing that could also be used for private parties."



Interior Design

The club, at a cost of approximately \$325,000, takes up about 11,000 sq. ft. of the 22,000-sq.-ft. facility. The base hired Minc. Interiors, based in Fayetteville, N.C., as the interior designer.

"We wanted to make the club appeal to the younger demographic on base, while still providing a timeless look," said Melissa McIntosh, the firm's head designer. "Positioning this club as a hub for hip soldiers, the design team's main goal was to provide a safe, fun and trendy place to go while still on base. It was necessary to provide a seamless transition between the pub and the club so the facility did not look disjointed."

The firm came up with three preliminary designs and after several meetings, a design plan was finalized that would best fit into Fort Jackson's budget.

McIntosh worked extensively with AJ Perez from Nightlife Sound and Performance to coordinate the design with the sound and lights. Color-changing light-emitting diodes (LEDs) were used throughout the space, allowing the club manager, Gary Jones, and visiting DJs to change the mood and atmosphere of the club with the press of a button. Silk stretch panels were custom designed to illuminate the color-changing lights. The new stage, also a part of Minc.'s design, features an area for "shadow dancers," a place where visitors can dance on stage behind a backlit silk stretch panel. "From the circular dance floor, all you can see is a silhouette moving to the music," McIntosh said.

Part of the renovation also consisted of removing the old disco lighting from the 1970's. They also took out the broken mirror ball and replaced it with five mirror balls. "Some things never go out of style," said Turner.

She was very pleased with the final design outcome. "The design of the facility is fresh and new," Turner said. "The sound system is also awesome. The shadow dancers are unlike anything most military clubs have."

Turner was also pleased with some of the other vendors. "Our carpeting contractor, Commercial Carpets of America, is on AFNAF (Air Force Nonappropriated-Fund) contract," she said. "We were pleased with other work they had done for us and had some great products that fit in well with the design ideas."

She added, "The furniture, from Davis Furniture, was great part of the hip design."

Shaw Carpet and Fixtures Furniture also provided products. "All manufacturers were selected based off of their aesthetics, durability and compliance with code," said McIntosh. "Keeping with our upscale, trendy look, fabrics and finishes were selected to complement the design scheme. The green coloring from the sports pub was picked up and utilized in the club, along with a modern shade of orange for the accent."



Entertainment Opportunities

In addition to enjoying the new décor, patrons have various entertainment opportunities. “We have karaoke on Wednesday nights, variety dance music on Friday’s and Country and Salsa Nights as scheduled,” said Turner.

Along with the special music nights that attract patrons, the location itself is also a draw. “Being located right across the street from lodging also helps us get customers, she said.

The club also advertises in the lodging facility and newspapers, as well as during class orientations for their target patrons: the students who stay at Fort Jackson on temporary duty (TDY) and attend one of the schools at the training base.

Turner said that patrons who wish to book the club for a private function should make reservations at least two months in advance for a Saturday night affair and two weeks for other nights. All food is provided in house or from the noncommissioned officers’ (NCO) club. The club also offers a full range of beverage options.

“I couldn’t be happier with the overall design of the space,” said Turner. “It’s exactly what we wanted. Something that is unique, hip and able to compete with facilities downtown.

Gregg Wallis
Associate Editor