



## Touch Nightclub and Event Space

### High-end design and sensual opulence return to New York nightlife

After a multimillion-dollar renovation by a top team of seasoned industry veterans, Touch nightclub and event space is primed to open **November 15, 2007**. Located in the heart of New York's theater district, the 15,000 square foot venue is a modern ode to stylish escapism. Revelers dance under the vaulted ceiling and onlookers enjoy house-infused cocktails and true VIP bottle service in the exclusive alcoves and regal scalloped banquettes on the mezzanine above.

The space has been designed by **Flores & McKenty Design**, Fernando Flores is known for his design consulting on such high profile projects as **230 Fifth, Plunge at the Gansevoort Hotel, Jet lounge** and **The Gramercy Park Hotel**. **Caroline McKenty (MFA RCA professor at Parson's School of Design)** has partnered with **Flores** to transform the space into a plush environment with illuminated photo panels, custom designed furniture and sleek sexy surfaces. The "hands on" theme continues featuring a high-tech, interactive **SensaCell** bar top that reacts to patrons' every movement, affecting the colors and activity of the photo panels and rooms.

**Trio Audio's Shawn Brophy** and his team, known for their work at nightlife staples such as **Limelight, Tunnel, Palladium, and Life**, have brought their extensive experience to Touch to create its world-class audio system. The thunderous yet warm sound is the result of high-end components from JBL, Crown, DBX, and BSS, and has been customized to be perfectly suited for both club nights and live music events. This attention to detail makes the space a DJ's dream, with full control of the sound and an ergonomic DJ console.

The lighting system at Touch was also approached as an equally important and integral part of the overall design. **Jamie Demattia** of **Second Generation**, known for his work at **Cielo, PM, and Sound Factory**, spared no detail in creating a versatile truss-based lighting display. Dynamic pulsar LED wall panels are located throughout the club, creating exciting visual environments for our patrons to explore.

The venue's versatile nature allows for both corporate and private events, easily accommodating catered banquets, live concerts, fashion shows, and corporate presentations. All components and furniture are modular and removable, allowing for a wide variety of floor plans. Touch is designed to fit the needs of events of any size, and a professional event team will work hand-in-hand with the client to insure perfection.

Expect an assortment of prestigious events, world-class music, and a glamorous, star studded crowd, all with a spotlight on customer service and attention to detail. A friendly staff has the experience, skills, and "personal touch" that makes every event a stylish success.

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