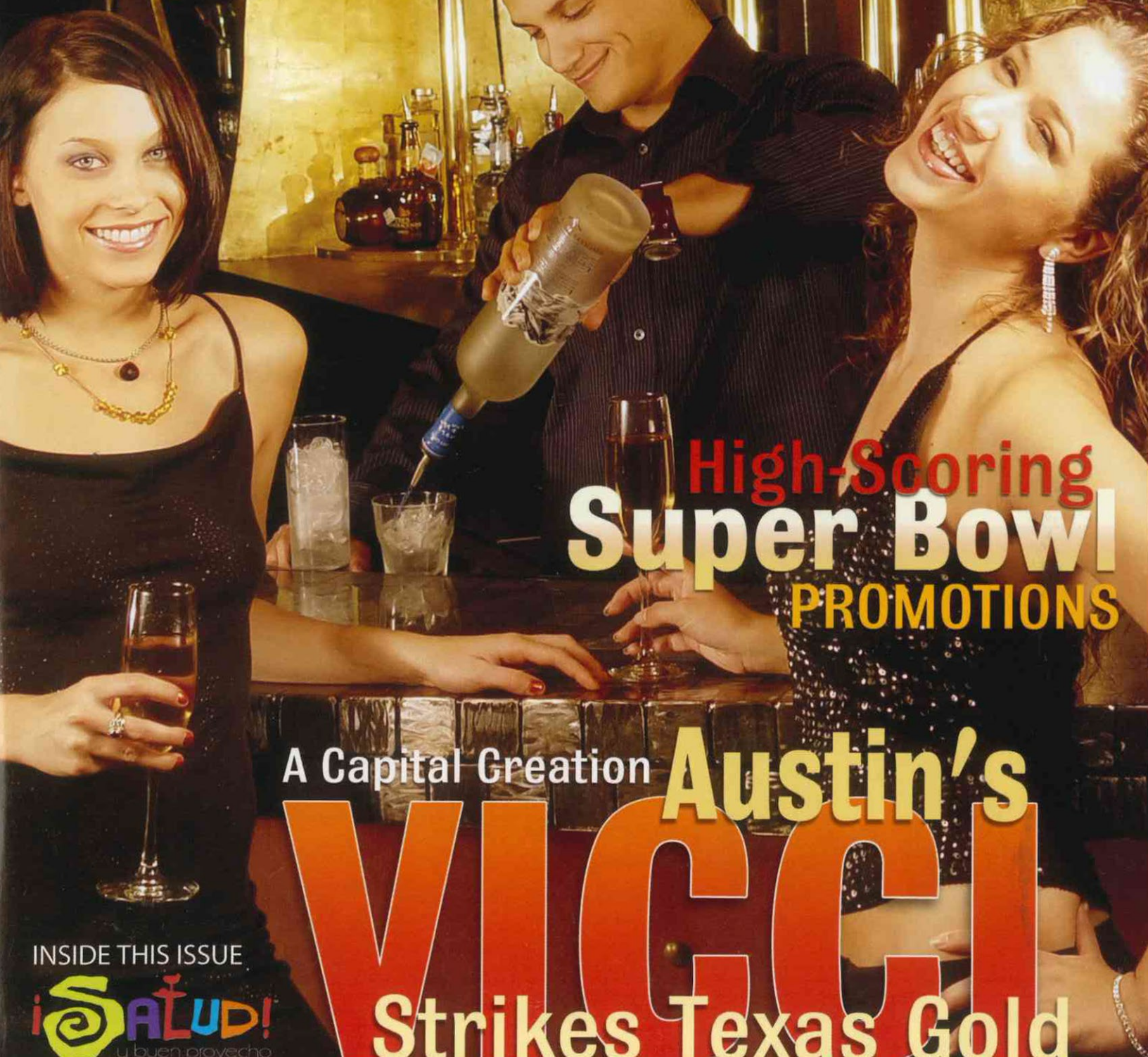


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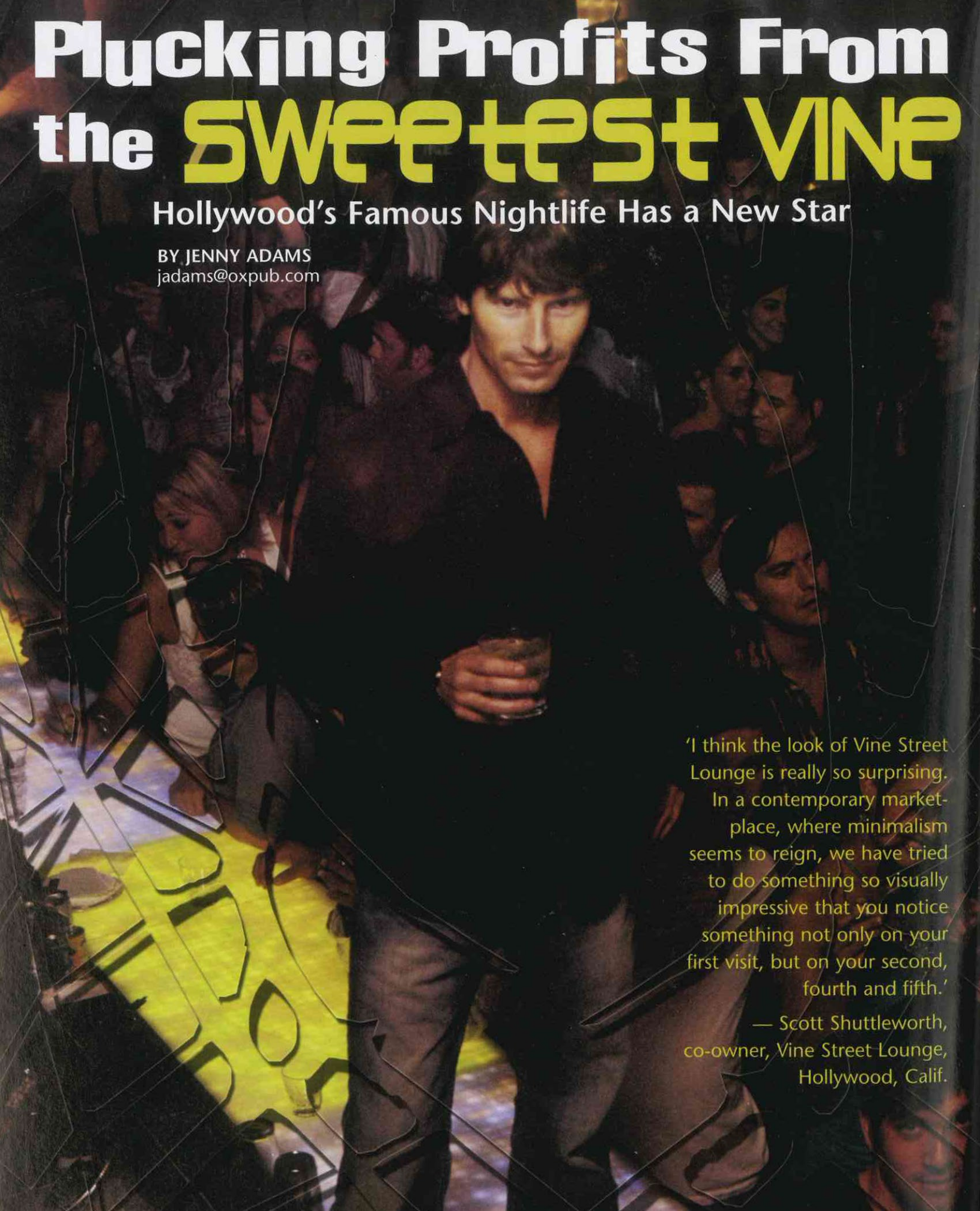
INSIDE THIS ISSUE

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# Plucking Profits From the **SWEETEST VINE**

Hollywood's Famous Nightlife Has a New Star

BY JENNY ADAMS  
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A photograph of a man with dark hair and a goatee, wearing a dark, long-sleeved shirt, holding a glass of amber liquid. He is standing in a crowded nightclub, with other people visible in the background. The lighting is dim and warm, typical of a lounge or bar. The overall atmosphere is sophisticated and intimate.

'I think the look of Vine Street Lounge is really so surprising. In a contemporary marketplace, where minimalism seems to reign, we have tried to do something so visually impressive that you notice something not only on your first visit, but on your second, fourth and fifth.'

— Scott Shuttleworth,  
co-owner, Vine Street Lounge,  
Hollywood, Calif.

**America's** trendiest hotspot has attained (and retained) legendary status from refusing to become trendy.

Hollywood, Calif., is America's moody, silver spoon-choked infant — not in time or tradition so much as fickleness and dominion. The whole glitter-lit city is built on the adage of "here one day, gone the next," and to remain in the public eye for more than a mere blink of it, a place, person or thing must have instant radiance, panache, crowd-drawing catalysts and above all, class. Vine Street Lounge, opened in February of 2005, exudes its class from the owners to the clientele and not only has remained in the light, but habitually has become a flash-bulb fixation in the town that has seen and heard it all.

### The Men Behind The Velvet Rope

Scott Shuttleworth, an icon in the restaurant, hotel and nightclub business for well over a decade, teamed up with Peter Zamani, owner and creator of several California retail stores, to create tinsel town's latest intimate hotspot. Located on the corner of Hollywood and Vine — in what once was the Bank of Hollywood, circa 1929 — the world was bound to take notice of something built on streets so steeped in American entertainment history, legends seem born from them.

"We created an exterior look to take advantage of our location and to draw

**Vine Street Lounge's state-of-the-art Sony CD Recorder allows performers to cut a CD or album inside the club — making it the recent darling of some very illustrious artists**

attention," Shuttleworth says. "It (the outer building) has a very dramatic look and feel, with a 42-inch plasma monitor that is able to show the inside of the club, the logo — pretty much anything we want."

Additionally, six LED lights illuminate the textured metal vine growing through the polished exterior décor as lines of people wait, longing to be

escorted through the double-padded, white-vinyl doors.

### The Inner Realm

The inside of Vine Street is nothing short of expectation for the providential patrons who peruse it Monday through Saturday. Described by Shuttleworth as a place Hugh Hefner might meet Barbarella for a cocktail, a series of escalating mezzanines leave no sightline at a disadvantage and no customer without a place to land.

"I think the look of Vine Street Lounge is really so surprising," Shuttleworth says of his baby-blue couches, white-vinyl booths, leopard print accents and 30-foot, honey-onyx,

Containing a private restroom and personal balcony overlooking the dance floor, it is located in the center of the club and in the center of the action. "It is very high-tech, James Bondish with all the gadgetry," says Shuttleworth, "but with a beautiful sex appeal."

### Surreal Sound

High-tech might be a gross understatement when calculating the revenue it must have taken to grease these symbolic wheels. Vine Street Lounge is outfitted with four Community CPL 46 speakers and 11 Carver ZR 1600s. The state-of-the-art Sony CD Recorder allows performers to cut a CD or album inside the club —



*The Hollywood gem that is Vine Street Lounge attracts L.A.'s A-list set nightly.*

Italian-imported bar. "In a contemporary marketplace, where minimalism seems to reign, we have tried to do something so visually impressive that

making it the recent darling of some very illustrious artists.

"One night you will see Stevie Wonder performing, then the next it is

you notice something not only on your first visit, but on your second, fourth and fifth."

The VIP room seduces the city's sexiest with a 15-foot white bed, an ostentatiously, fun gold couch and two high-definition televisions. "It has such a cool vibe when you get in there," General Manager Jeff Henry says of the curtained-off, ultra-swank destination.

some of the world's best DJs," Shuttleworth says. Giving Johnny Depp's Viper Room the first overall challenge in town, Vine Street proffers such elegance that the über-elite celebrity guest sightings, including Paris Hilton, Gary Busey, Bernard Fowler of the Rolling Stones and Halle Berry, are matched with the names of screen legends such as Monroe and Presley eulogized as cocktails on the

## PERSONAL ATTENTION TO DETAIL

"We have the ability to be exclusive," Co-owner Scott Shuttleworth says of his Vine Street Lounge. "We don't need 800 people to look busy, so we have spent the money and built a nicer, more interactive club that has allowed us to draw a higher-end clientele." In the attempt to combat a cliché image, which seems to encroach like pre-destined cancer on many a club's second birthday, a lot of owners now give the entire show over to promoters.

"So many clubs have become four walls, and a rotating name every night," Shuttleworth says. "We are not just a club of five different nights of five different promoters. Anyone who is suddenly driving in the carpool lane with more than one person is a promoter. I want to know what to expect from a venue when I attend.

"It seems there is no brand and no club. What made it special? What made it different? We enjoy building clubs with a heart, a soul and a feel," he says.

drink list. Destined to be a star itself, Vine Street Lounge's opening party was hosted by Jamie Foxx when he needed a location to sip Champagne as golden as his fresh Oscar — minutes old and straight from the Academy.

### Welcoming the Worthy

"We try and keep it (guestlist) eclectic," Shuttleworth says. "It is a good mixture of big spenders, regulars, VIP guests and referrals. We don't have any

hard and fast rules, because it is not good for diversity or longevity." This statement applies throughout, with the club going through an average of 25 bottles each Saturday in bottle service, but demanding that every patron's needs are satiated, even if they only want to sip on a signature Big Apple Martini for an hour and leave.

"We look for fun, outgoing people," Shuttleworth says of his staff. "A cocktail waitress who is only interested in serving bottles — we don't want that. Whether they are ordering Dom or a Vodka Tonic, it shouldn't matter." NCB



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