

Rock Jocks: Avalon, Hollywood

New club night takes rockers from strumming to spinning.

Calling All DJs

Monthly club night Club 82: Calling All DJs supports the growing trend of rock stars moonlighting as jocks by inviting them to be both. It's the brainchild of producers Keith Wilson and Sean Patrick, plus Preston Gaspar, Avalon Hollywood's manager of marketing and promotions.

"We've been using the Avalon name to bring in these band members who are incredible DJs," Gaspar explains. "Right now, Los Angeles is very 'stand and pose' and this is the exact opposite."

The first Club 82 took place in January and featured DJs Adam 12 from She Wants Revenge and Justin V, the bassist for !!!, and drew 1,100. The next installment picked up a MySpace sponsorship, and will feature sets by Luis XIV, Secret Machines and We Are Scientists.

While the music is more on the rock tip, Gaspar says that DJs are made totally aware of the party's dance-centric concept. "The crowd that we're bringing is interested to see what kind of party music the members of these bands want to play in a big room venue," he says. "It's an interesting experiment."

avalonhollywood.com



Big Bop: Aved Jukebox



Retro goes digital.

Guy-Tek

Looking for a fun and retro way to maximize your club's bottomline? Enter the Aved Jukebox by Redondo Beach, CA-based Guy-Tek (guytek.com). The company teamed-up with content provider Promo Only and jukebox company Rock-Ola Manufacturing to create this '50s-style, software-driven unit, which interfaces music videos and advertising with all the audio and video capabilities in your club. Patrons as well as managers can take advantage of Promo Only's library of 30,000 music videos, while utilizing Aved's handy DJ-mixing capability for seamless presentation.

When no one is using the jukebox, Aved's around-the-clock random play setting keeps audio and visuals on the constant. And a touch LED screen makes it easy for customers to search and view their favorite music videos.

Aved V-Bubbler GT jukebox, contact for pricing and availability, avedjukebox.com

How To: Mix An Upscale Drink



Tips from a master mixologist.

Stefan Trummer, Ultra

When Ultra opened in New York last November, owners Tommie Tardie and FLXX Chaparro-Pitre went with innovative cocktail master Stefan Trummer to create luscious drinks for their hyper-trendy club crowd. We asked him to divulge some secrets for making drinks consistent with your upwardly mobile brand.

Get creative with energy. "The vodka and Red Bull is very common, but I combine it with fresh ingredients like passion fruit, raspberries and a little bit of lime juice. It brings a much better taste."

Use ice and rock glasses. "They're easier to maneuver around a crowded club than martini glasses."

Get fresh. "It's harder to work with fresh ingredients. But I still stick to changing the menu two to three times a year, according to the seasons."

Intoxicate covertly. "Add ingredients that will bring the strong alcohol flavor down. Acidity in fresh lime juice mellows out the flavor of the liquor. Bitters like drops of ginger will also do. Sugar or marinated cherries will enhance the flavor."

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