

## **Touch Nightclub and Event Space High-end design and sensual opulence return to New York nightlife**

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High-end design and sensual opulence finally return to nightlife in Midtown Manhattan in Fall 2007. Touch nightclub and event space, located in the site of former Club Float in the heart of the city's theater district, is the result of a multimillion-dollar renovation by a top team of club industry vets. The 12,000 square foot venue is a modern ode to decadence, where revelers dance under the vaulted ceiling and onlookers enjoy house-infused cocktails and VIP bottle service in the intimate mezzanine banquets above.

The completely reworked space has been envisioned by world-renowned designer Fernando Flores (230 Fifth, Plunge at the Gansevoort Hotel, Jet Lounge, The Gramercy Hotel). True to the club's name, Flores has made Touch a tactile wonderland, with lush fabrics, etched glasswork, and custom designed furniture. The "hands on" theme continues with one of the clubs most awe-inspiring features: a high-tech, interactive SensaCell bar top that reacts to patron's every movement with changing patterns and colors.

Trio Audio's Shawn Brophy and his team, known for their work at nightlife staples such as Limelight, Tunnel, Palladium, Exit 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 crossovers allowing separate control of the lows, mids, and highs and an adjustable, ergonomic DJ console in the booth.

At many venues, the lighting system is but an afterthought, but at Touch it was approached as an equally important and integrated part of the overall design. Jamie Demattia, of Second Generation (Shelter, Cielo, PM, Soundfactory) spared no detail in creating a stunning lighting display that works with the other elements of the club. Dynamic highlights such as versatile truss lighting and pulsar LED walls (which totally change the color of the entire room) all create exciting visual environments for our patrons to explore.

The space's versatility makes it perfect for corporate and private events, easily accommodating catered banquets, live music, fashion shows, and corporate presentations. The venue's components and furniture are all modular and removable, allowing for a wide variety of floor plans. Touch's was designed to shrink or expand to fit the needs of each event, with our professional event team working hand-in-hand with the client to make the night go perfectly.

In the months to come, expect a wide variety of amazing events, world-class music, and a glamorous, diverse crowd, all with a spotlight on customer service and attention to detail. Our friendly staff has the experience, skills, and "personal touch" that makes every party or event at Touch the stylish success the city's been missing.

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Touch nightclub & event space. The 15,000 sq. ft. venue is perfect for club nights, live music, catered banquets, & fashion shows.

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