

NEW YORK POST

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We hear . . .

THAT **Josh Hartnett** and three buddies hoisted a few beers and checked out the girls at CV for owner **Matthew Isaacs'** birthday, while **John Legend** phoned in his good wishes explaining that **Wyclef Jean** invited him to Haiti with **Estelle**.





Page Six

**Richard
Johnson**

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With Emily Smith
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and Neel Shah
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We hear . . .

THAT **Kevin Connolly** auctioned off two walk-on parts on his hit show, "Entourage," at the Magic Foundation's Texas Hold 'Em tournament, netting \$58,000

for the Entrepreneur Foundation of Central Texas ... THAT **Matthew Isaacs** and **Jed Stiller** are opening CV Lounge this week in the Hotel on Rivington for local night owls ... THAT "Prison Break" star **Amaury Nolasco** —

who flew his girlfriend, "House" star **Jennifer Morrison**, in from LA to see the Yankees win the World Series — was waiting patiently the next day as she shopped at the annual Lucky Shops at Metropolitan Pavilion.

for the Entrepreneur Foundation of Central Texas ... THAT **Matthew Isaacs** and **Jed Stiller** are opening CV Lounge this week in the Hotel on Rivington for local night owls ... THAT "Prison Break" star **Amaury Nolasco** —



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GOTHAM

THE MEN'S ISSUE

JON HAMM

HEATS UP THE TOWN



100
ELIGIBLE
BACHELORS

LEE SCHRAGER ON THE NEW YORK CITY
WINE & FOOD FESTIVAL

OLIVER STONE'S RETURN TO WALL STREET

MAKIM CHIMERKOVSKY DANCES INTO JO-H

ART BASES ANNETTE SCHONAUER
AND MARC SPICER

PAGE SIX



MATTHEW ISAACS
Cofounder, The Bloc
Group; owner, CV
Nightclub



BLACK BOOK

We peeked inside the address book of
every single girl we know to scout the
100 MOST ELIGIBLE BACHELORS IN NYC—
from CEOs to musicians. ➡

PRODUCED BY APTEL WALLON



Padded retreat

THE party still isn't over for **Sean "Diddy" Combs**, who threw a lavish bash to celebrate his 40th birthday last week. A few nights later, Diddy and **Jay-Z** checked out CV Lounge's private couples room, which owner **Matthew Isaacs** rents out for \$5,000 a night. The space is outfitted with padded walls and a couch, eight ounces of beluga caviar and a magnum of champagne. There don't seem to be specific rules on what can go on in there, but sources say Diddy and Jay-Z "relaxed and shared a drink while listening to the music."

July 23, 2008

A New Port In The Storm (Part Two)

Yesterday we posted the first part of Steve's conversation with Bill Spector and Bugsy, the owners of the new musical themed restaurant/lounge opening up downtown on the far Westside. If you missed day one, read it now. Otherwise keep on reading for day two.



The leap from promoter to owner, or upper management, seems easier now than in my day. Maybe it's easier to raise money. Maybe money is in the hands of a younger, more club oriented crowd. Maybe the money needs a place to park itself other than the stock market these days. Clubs are not as cash rich as they used to be. With only a handful of clubs charging admission and a large percentage of revenue coming in on plastic, maybe clubs are attracting an owner less in need of the cash business. With the "wise guys" less attracted to a cash poor industry, maybe there is room for "less wise" guys. A real nice build out of an existing space, which for whatever reasons is floundering and needs rebranding, almost always costs less than a million bucks. What does a million bucks even get you in Manhattan real estate? A studio in an ok building? So basically any Tom, Dick, or even Mary can mortgage the condo and be a big shot. There are now tons of

potential owners with visions dancing around in their heads of meeting real live rap stars and dating

We will be getting to the promotional or marketing entities like BLOC group, who organize nights and substitute for promotional directors without being rigidly tied to one club. I think Matt Isaacs and his team have created a niche based on honesty, hard work, and again showing the owner the money. They do business without a commitment to any one club and are just short of being owners . . . if they even want that. So many owners lament to me that the waitresses or promoters are making more than them. They thought when they made their move to the oz of ownership that they would be rolling in dough, meeting cultural gurus and sleeping with beautiful girls. They didn't fully understand that meant sleeping with an ulcer too, if indeed there is time to sleep. Bill and Bugsy have leapt off the diving board and hope to hit the water running. If they can mix music, crowds and drinks like I mixed that metaphor, then they got nothing to worry about.

small percentage here or there, but aren't the top name associated with the club. Most notably Michael James, who seems to be involved everywhere. I often tease Michael in this space, but only out of respect and affection. Michael introduced me to my girl and always hooks me up. Richie Romero is another of those types. Well educated, well liked, and well versed at doing the most important thing in this business - generating money. Richie is one of the last of this breed. The guy who has elevated his game above promoter, but isn't quite an owner yet.

We will be getting to the promotional or marketing entities like BLOC group, who organize nights and substitute for promotional directors without being rigidly tied to one club. I think Matt Isaacs and his team have created a niche based on honesty, hard work, and again showing the owner the money. They do business without a commitment to any one club and are just short of being owners . . . if they even want that. So many owners lament to me that the waitresses or promoters are making more than them. They thought when they made their move to the oz of ownership that they would be rolling in dough, meeting cultural gurus and sleeping with beautiful girls. They didn't fully understand that meant sleeping with an ulcer too, if indeed there is time to sleep. Bill and Bugsy have leapt off the diving board and hope to hit the water running. If they can mix music, crowds and drinks like I mixed that metaphor, then they got nothing to worry about.



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The New York Times

Fashion & Style

For Madonna's Boyfriend, Fame by Association



Art: Marmirov/Agence France-Presse — Getty Images

SPIN MASTER Madonna's name helps Jesus Luz get jobs as a D.J. [More Photos >](#)

By ALLEN SALKIN

Published: November 27, 2009

THROUGH the penthouse windows, New York City, foggy and soft-looking, was spread out in every direction. Jesus Luz, best known as the 22-year-old Brazilian model who is dating [Madonna](#), was about to step up to the D.J. station in a club atop a Lower East Side hotel.

Multimedia



[Slide Show](#)
[Madonna's Man-tourage](#)

Young models in sheer cocktail dresses shimmied near chrome buckets holding bottles of the vodka brand sponsoring the party.

A freelance reporter for *Life & Style* magazine prepared to sidle up for a quick interview. "I'm here because I'm supposed to ask him questions about dating Madonna," she said.

Asked if she knew how to say Mr. Luz's first name, she ventured, "Hay-soos? Or maybe Gee-zus?"

Life has changed so fast for Mr. Luz, it is not surprising that not everyone in his orbit knows how to pronounce Jesus in the proper Portuguese way. Matt Levine, a club owner who had organized the party and refers to Mr. Luz as a friend, was going with "Hay-soos." Josh Holland, who has been his personal trainer for several months, after the two met through a Madonna connection, was snapping photos and calling him "J."

A year ago, Mr. Luz was earning about \$500 a day as a model in Rio de Janeiro, said Sérgio Mattos, his agent at

Related

Times Topics: [Madonna](#)

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STRIKE A POSE Jesus Luz met Madonna as a model for this fashion spread in *W* magazine. [More Photos >](#)

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CYRUS
JULY 9

He enrolled at a D.J. school in Manhattan and in no time has landed high-profile gigs. For the 90-minute set he was spinning Nov. 12, only his second professional D.J. outing in the city, he was being paid around \$15,000, said Matthew Isaacs, a promoter who had booked him, at a lower cost, to spin two nights later at Hiro in the meatpacking district.

For the 90-minute set he was spinning Nov. 12, only his second professional D.J. outing in the city, he was being paid around \$15,000, said Matthew Isaacs, a promoter who had booked him, at a lower cost, to spin two nights later at Hiro in the meatpacking district.



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Cindy Adams



Douglas as villain, not love interest

IT was a screening for "Beyond a Reasonable Doubt." That's a courtroom thriller complete with tough lawyer, ambitious journalist, nubile DA, plot twists, evidence tampering, tension and sex. It's directed by **Peter Hyams** and stars **Michael Douglas**, **Jesse Metcalfe** and **Amber Tamblyn**. So I spoke to Peter Hyams, Michael Douglas, Jesse Metcalfe and Amber Tamblyn.

So, Michael, you the romantic lead in this?

"Noooo. No love-interest stuff for me now. That's between those young people Jesse and Amber. I play the bad guy. The rough old villain. My character is that duplicitous meanie I somehow specialize in. Actually, today we started shooting 'Wall Street 2.' So, 20 years later I'm again Gordon Gekko, who's into greed and all those not-nice things."

And in person is he — whose wife **Catherine Zeta-Jones** told me gets impatient if she's more than 45 minutes getting dressed — a kindly patient gentle soul?

"I'm sort of the usual husband when it comes to waiting for his wife. Let's maybe say ... I'm pretty pleasant ... generally. Actually, I'm fortunate she's ready most of the time. She really doesn't take more than 45 minutes as a rule. I think I'm ... generally ... OK ... but ... I guess ... probably ... it would be fair to say ... I really could take a little more time to smell the roses the few times she is late."

Right. Michael and I hugged. The man's suit was so lush and soft it would make a baby's behind feel like sandpaper.

Next up, Amber Tamblyn. Everyone somehow first noticed actor **Russ Tamblyn**'s daughter in "Sisterhood of the Traveling Pants," but she's now into everything. Including a second book of poetry. "It's about my experiences in Hollywood." Experiences? What experiences? She's only been alive a few minutes. "Listen, I'm working since I'm 11. I've had lots of experiences."

Some of what she's experienced is sweetness. She helped pay off a friend's college debt. Helped buy her parents a Santa Monica condo.

And how's she think she looks on-screen? "It's weird staring at yourself. **Judi Dench** can't stand to watch herself on-screen. But I think it helps your work. You learn from what you see yourself doing. And if there's physical imperfections, so what? The human body is a beautiful thing."

Her beautiful human body was in a snug sequin mini. Ungaro vintage. When I asked if she owned it, her p.r. lady **Carl Ross** blinked as if I needed to be put away

and answered: "No. Of course not. What world are you living in?"

Outside the Lincoln Square AMC Theater, a young girl pushing a baby carriage squealed, a passerby eating with chopsticks paused, an elderly man with a Hawaiian shirt and cane pointed and Ch. 5's **Rosana Scotto** grabbed her cellphone for a shot "so we can show it on the air tomorrow," Jesse Metcalfe had arrived.

The handsome young lover, best known for *Doing It* shirtless with **Eva Longoria Parker** on "Desperate Housewives," showed with a slim brunette in elegant black. His mom, **Nancy**. Who showed me her wristwatch. "Dior. He bought it for me." And what else has Jesse bought since he went big-time? "My first gift to myself was a car. A Volkswagen." Still got it? "No, I've since upgraded to a Cadillac Escalade." Right.

The writer/director Peter Hyams: "Bringing this to the screen took me 15 years. You start with an idea in your head. You have to fall in love with your idea. Making a film is all fear and heartbreak. But not making it is worse."

"If you're lucky enough then for Michael Douglas to say yes, you're on the road. It begins with the casting. You can't make somebody good if they're not. Amber's a young woman who projects strength, which the part calls for. And Jesse has this incredible kindness, sweetness and innocence, which I looked for. For a director, the rest of the 90 percent is just staying out of their way."

"And people must come to a movie theater to see this, not watch it on a DVD. I didn't work 15 years for people to watch this on a DVD."

WHERE they were: At Touch, **Heather Tom** from "The Bold and the Beautiful" with **Ra'mon Lawrence** of "Project Runway" ... At Pink Elephant Southampton, record artist **Azizz** ... At Pasta Bar at Ancora, **Matt Damon**'s kids, **Sarah Bradford** ... At the Open, **Penn Badgley** of "Gossip Girl" with **Matthew Isaacs** of the Bloc Group ... At M2, **Rihanna** doing shots with Track Entertainment's **Andrew Fox**.

BEFORE hitting the US Open, photographer **Gilles Berube** visited his friend **Bonnie Lee Sanders**. She lives on East 55th. Her 11th-floor terrace overlooks a fence and what's on its other side. The fotog hit the jackpot when, hanging out over the parapet, his Nikon caught **Roger Federer** lobbing balls to a couple of youngsters.

Only in New York, kids, only in New York.

WHERE they were: At Touch, **Heather Tom** from "The Bold and the Beautiful" with **Ra'mon Lawrence** of "Project Runway" ... At Pink Elephant Southampton, record artist **Azizz** ... At Pasta Bar at Ancora, **Matt Damon**'s kids, **Sarah Bradford** ... At the Open, **Penn Badgley** of "Gossip Girl" with **Matthew Isaacs** of the Bloc Group ... At M2, **Rihanna** doing shots with Track Entertainment's **Andrew Fox**.

"Beyond a Reasonable Doubt" review / Page 57



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BETRAYED!
The sexy pop star who tore Russell & Katy apart

hot dish

Stars like Leonardo DiCaprio and Adrien Brody spend their lives in the public eye, so it's no surprise that they are totally loving Manhattan's newest super-secret hotspot Stash — an "underground" club so off the grid, the only way in is via a dark, winding staircase located behind an unmarked door that's "hidden" beneath a low-key sports bar. "The idea was to create a super-private hideaway," says Stash owner Jed Seiller of his trendy basement-level bar. It's just a few miles from his other super-secret, celebrity-friendly locale, W.L.P., which stands for "Work in Progress," which he co-owns with Barry Mullineaux and which counts Rihanna and Ryan Phillippe as fans. "Celebrities love hanging out in these downstairs spaces because it's one of the few places in New York that they can be themselves without the pressures of gawking patrons and big crowds watching their every move," he says.

While Stash offers high-end table service, its walk-up bar is always jammed with A-listers.

The Voli Stash Splash

74 calories
11 oz. Voli Lyte
Vodka and a splash of club soda. Garnish with lemon or lime.



Where the stars GO TO ESCAPE

Celebrities love hiding out at Stash, New York City's newest subterranean lounge

THEY LOVE THE COOL VIBE

"It's like we've escaped into a different world," says Teresa Giudice, with husband Joe.

DRAKE PARTIES HERE

The rapper is a fan of Stash's signature sliders and truffle grilled cheese.

LEO LOVES THE LIBATIONS!

Leo kicks back on the banquettes with his fave drink, a scotch on the rocks.

ADRIEN LOVES HIDING OUT

Adrien dines on beer and burgers at the sports bar above Stash before arriving.



IN THE ZONE

Maroon 5 and Kanye = BFFs

Posted Oct 11th 2007 12:15PM by [TMZ Staff](#)

Filed under: [Music](#)

Kanye West made a brief, surprise appearance at last night's Maroon 5 concert at Madison Square Garden, to the delight of the packed arena.



According to a TMZ staffer's mom (yes, Maroon 5 has 60-year-old fans), frontman Adam Levine introduced his "special friend," and the Garden went ballistic when Kanye entered to perform his duet with Adam, "Heard 'Em Say."

Kanye did his one song ("I could barely recognize him because of those big glasses he wears," said TMZ mom), waved and walked off. Kanye not hogging the spotlight? That's a new one!

Later last night, Kanye got even more groove on downtown at Tenjune, where In Touch magazine held its fifth anniversary party. Everyone from Emmy Rossum to Janet Jackson to Greasy Bear to Kenan Thompson to Matthew Isaacs, whose Bloc Group ran the show, packed the room as "Ye tore through a frenetic set that included everything from "Golddigger" to "Good Life."



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***In Touch* parties with Kanye West**



Then Wargo / WireImage (left & right)

In Touch celebrated its 5th anniversary on October 10, with a party at Tenjune in NYC featuring a special performance by **Kanye West** (see video below). The party — sponsored by H&M, Crystal Light, Bacardi Mojito Silver and Cheap Tickets, and planned by The Bloc Group — was packed full of celebrities, including **Janet Jackson, Jermaine Dupri, Emmy Rossum, LL Cool J, Brandon Davis, Nigel Barker**, and many more. Guests sipped Red Bull, Evian water and Moët Whitestar as they partied with Kanye and music by **Paul Seivigny** and **DJ Cassidy**.



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WEEKLY inTouch

October 29, 2007



The Bloc Group helped plan the elegantly appointed event at Tenjune.

partyhopping



Guests arrived on Friday night and Bieber and Bieber's friends were the first to bring down the house.

The Bloc Group helped plan the elegantly appointed event at Tenjune.



IN TOUCH'S HOT BIRTHDAY PARTY

The stars came out to wish In Touch a happy 5th!

Wish us a happy birthday to the hottest magazine in the country that has the coolest stars in the world? No one is... and that's why Kanye West won't be at the New York City nightspot Tenjune on October 29 during In Touch's 5th anniversary celebration, which is co-sponsored by 100% Cotton, L'Oréal Paris, and Clear Channel. Guest list includes Justin Bieber, Timmy Allen, J.J. Cord, Brandon Dink, Sunday Night Live's Kenan Thompson, Inland's Neil Z. Hill, and Nigel Barker. Since then, 2006's Candice Carroll and Miss USA Rachel Smith were among the stars who came to Tenjune for an amazing birthday party, during which they signed "In Touch" with "in the club." What a perfect gift.

44 IN TOUCH OCTOBER 29, 2007



After meeting in New York, Brandon Dink told In Touch, "The anniversary is so much better here and I'm an all star!"



L.L. Cool J. loved about Kanye's set. "That's just the way he is. I could watch him any day." -L.L.



Nicole Richie plans to celebrate her birthday with In Touch's 5th anniversary party at Tenjune.



In Touch's Nicole Richie will be at the party. She's a fan of the magazine and she's a fan of the party.



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DAVID HAUSLAIB'S

Jossip

The gossip's gossip sheet
WITH DEBBIE NEWMAN
& REBECCA ARONAUER

Celebrating Five Years of Trying to Beat People

Tomorrow night *In Touch* is throwing a bash at Tenjune, which is being billed as their fifth anniversary party, but, let's be honest here: It's more a celebration of EIC Richard Spencer taking over Bauer's sister tabloid. Or at least that's how we'll be treating it. The Bloc Group wrangled a performance out of Kanye West, while industry friends Paul Seigney and DJ Cassidy take care of the decks.

We're a wee bit curious, meanwhile as to what their guest list is looking like, given tabloids' mixed results at securing celebs. *Us Weekly*, for all its newsstand clout, has trouble stocking a suite with talent but snags some decent guests at its Hot Hollywood event. For what it's worth, we've been promised "a bunch A-list stars."

Meanwhile, the Bauer weekly is facing off against *Conde Nast Traveler's* own anniversary party; they're celebrating 20 years in the biz, with LL Cool J and Debra Messing confirming for the Cooper-Hewitt Museum event.

For obvious reasons – say, the magazines' different, um, appeals – we imagine RSVP conflicts will be kept to a minimum.



Oct 9, 2007 · [Link](#) · [2 Responses](#)



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Good Night Mr. Lewis: Chip Off the 'Ol Bloc

By Steve Lewis

November 12, 2008



Here we have two guys with great educations and skill sets that chose to get into the club biz instead of pursuing traditional careers. They took the route of promoters, honed their skills, made relationships, made contacts and have taken the job to the next level, now working multiple clubs on multiple nights. Matthew Isaacs and Jordan Harris are part of an intelligent subset that doesn't actually own a club but does own a marketing entity that isn't limited by ownership. The **Bloc Group** is built for speed and versatility, and its ability to fill small or large rooms with a specific demographic makes them very valuable to clubs in need. The industry has evolved from a time when an owner and a couple of partners would throw on a DJ, hire hot staff, and open the doors. This partnering with promoters who bring in supermodels and celebrities, but not necessarily the masses, marks a development that will redefine club promotions. Danny A. has brought his bevy of beauties and movie stars to hot clubs for quite some time, but his pairing with savvy producers like Matthew and Jordan gives owners an opportunity to have a defining night delivered to them hook, line, and sinker. The fact that they are able to task multiple venues on a single night was unheard of just a year or two ago.

[READ MORE](#)

Tags: New York, Good Night Mr. Lewis, Marquee, Steve Lewis, Mark Baker, Jordan Harris, Danny A., Matthew Isaacs, Manhatta



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LET'S GET THIS PARTY STARTED

Party Favors: Legend's Plumm-y Birthday Bash ... Mess USA to Pen Memoirs

John Legend will be celebrating his 29th b-day tonight at The Plumm, and TMZ is told that instead of getting prezzies, Legend will be asking his guests to donate to the [Show Me Campaign](#), his own charity to help combat poverty in Ghana. [Matthew Isaacs and his Bloc Group](#) oversee, as ever. ... Disgraced Miss USA is writing her memoirs, she told the "Today" show this morning. She's just turned 22 -- and has been sober for a year.



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22 | amNewYork

NIGHTLIFE

LES fave gets shake-up

BY MICHELLE REGALADO
Special to amNewYork

The bar-heavy Lower East Side has gotten another new nightspot — and we have a feeling this one will stick around. CV, located on the ground floor of the Hotel on Rivington in the former 105 Riv space, has an upscale vibe that feels decidedly unpretentious.

That said, CV is somewhat exclusive; capacity is just 105 people (signifying the

If you go

CV at Hotel on Rivington, 105 Rivington St., btwn Ludlow and Essex sts., 646-202-9458

address and the bar's name in Roman numerals). Bartender Elyse Seiden, 27, gave us the scoop.

How is CV different from other LES spots?

It's small enough where it feels like you're hanging out with cool people, but it's big enough that you're



Elyse Seiden tends bar at LES newbie CV. (ANDREW HINDERAKER)

not accidentally hooking up with one of them. We also have cool music.

What kind of music?

Everything ... you're not hit over the head with Be-

yonce 10 times in a row. It works because there's a big music scene around here.

What are the best days and times to head to CV?

It's not the kind of place

BEHIND THE SCENES

CV is owned by the teams behind two of the biggest nightlife marketing companies in the city, Bloc Group's Matthew Isaacs and Jordan Harris and Critical Mass Entertainment Group's Jed Stiller and Alex Masnyk.

where you have to wait until 1 a.m. to stop by. Early night, it has that kind of living-room feel. Later on, people start dancing.

The menu isn't set yet because CV just opened, but what kinds of food can customers expect?

Small finger foods, like lobster rolls, french fries. That way if you come in at 2:30 in the morning, you can get a late-night snack.

What's the best drink that you make?

Margaritas. My secret is to make drinks quickly and strong-tasting.





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24-Hour Party Politics

New group endorses and mobilizes for votes for pro-nightlife candidates

Dan Rivoli

August 24th, 2009

Earlier in the year, Park Slope residents arrived at a local community board meeting in droves to discuss the popular bar Union Hall.

Most community board attendees complain about late-night noise stemming from nearby bars and clubs. These residents were armed with signs and pickets in support of the Park Slope tavern, after a committee voted to urge the State Liquor Authority to revoke its liquor license.

"There's a significant percentage of people who really care about preserving nightlife in New York City," said Bob Zuckerman, who sits on the community board and supports Union Hall.

Finding such dedicated partiers is the goal of the Nightlife Preservation Community, a newly formed offshoot of the New York Nightlife Association, which formed in reaction to Mayor Rudolph Giuliani's crackdown on bars and clubs in the 1990s.



Where the Nightlife Association dealt with industry policy and safety issues, the Preservation Community is strictly a political group that launched in June. The kick-off obviously called for a party, where Council members such as Gale Brewer got to mingle with celebrities like actress Chloë Sevigny, the event's hostess, at the hot spot M2 in Chelsea.

With 3,000 people on its growing e-mail list, the group aims to boost its following to 100,000 voters who are active in the nightlife scene by the next mayoral race in 2013.

In addition to club and bar owners that have been the nightlife industry's base of support, the organization is targeting bartenders, waiters, late-night food vendors and cab drivers to cast votes or donate money to candidates deemed friendly to the nightlife industry. And in New York, those numbers can make all the

difference in crowded primary elections.

"I think where they'll have the greatest impact is getting people out to vote in a primary who wouldn't otherwise," Zuckerman said. "They're not prime voters, but they care about this issue."

The Nightlife Preservation Community endorsed several candidates in contested primary races. Unsurprisingly, one of the first was Zuckerman, a former executive director of the group who is running to replace Bill de Blasio on the Council. Karen Koslowitz, running for

Council in Queens, also got the group's nod.

In citywide campaigns, the group is supporting David Yassky for comptroller and Council Member Eric Gioia for public advocate. Lest voters think they are endorsing people soft on public nuisances, the group is supporting the re-election of Queens Council Member Peter Vallone, Jr., a quality-of-life crusader.

Vallone, who chairs the Public Safety Committee, had previously collaborated with the New York Nightlife Association, which he said showed him the value of the nighttime economy to the city. Vallone attended the organization's opening-night bash.

"It was a unique experience, for them to turn down the pumping club music and thank myself and few others there for help saving the nightlife industry," Vallone said. "It was a constituency I've never been in front of before: people with liquor in their hands."

Robert Bookman, the organization's counsel, who said his ideal night out is a quiet conversation over dinner rather than a raucous dance party, said the group decided to enter electoral politics because of the immense influence city government could exert over the nightlife industry. Council members and borough presidents can shape rezoning and appoint community board members who could hold up a liquor-license application or raise opposition to a new establishment, he noted.

"I don't think elected officials will be so quick to write a letter to the Liquor Authority because a constituent says that a bar is bothering them," Bookman said. "They'll think twice about it because it gains one vote but loses 10."

But in neighborhoods such as the Lower Manhattan or Park Slope, where residents and nightlife businesses snipe at each other at community board meetings, an endorsement from a nightlife group may be tantamount to an endorsement from Dick Cheney in Chelsea to some.

"If they're offering me protection and are respectful of my quality of life, I might be inclined to look at their endorsement," said Craig Hammerman, a district manager of a Brooklyn community board who, in April, dropped out the race for de Blasio's seat. "If they're offering me the opposition, their endorsement could be the kiss of death."

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ABOVE: Paul Seres, a co-founder of the organization and owner of the Chelsea club SOL, believes his group can give political leverage to nightlife proponents. Photo by Andrew Schwartz

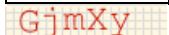


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CRAIN'S

NEW YORK BUSINESS

January 16-22, 2012

NEW YORK, NEW YORK

edited by Valerie Bloch

Sports bars win in MSG, TWC fight

Knicks and Rangers fans have been the losers in MSG Network's fight with Time Warner Cable over programming fees. A handful

has held five Knicks events, where MSG paid for appetizers and sent promotional teams to hand out freebies. "Our revenue goes up as much as 40% on those nights, compared with a regular night here," Snap owner **Matthew Isaacs** gushed.

Rangers fans have been flocking to East Village hangout The Blind Pig, which has hosted three hockey parties. "Many people stay past the end of the game," crowed General Manager **Camaron Kass**.



LET'S GET THIS PARTY STARTED

Party Favors: Snapple is the New Rehab ... Teller Blows \$5K on Penn ... Upstairs Boys Give Birth to Downstairs

It's not just iced tea anymore, and [despite what TMZ discovered](#), definitely not about that Wendy either: We hear that Lindsay Lohan, one of the world's most diligent self-hydrators, is guzzling Snapple's Antioxidant Water to help keep herself on the wagon. ... Penn Jillette's silent magic partner Teller says he lost \$5,000 that he had bet on Penn to win "Dancing with the Stars." The more interesting thing: He actually talked to the AP. ... The guys who brought New York the mysterious celeb-boite Upstairs are taking things Downstairs literally. Matthew Isaacs, Jordan Harris, and Danny A are on the verge of opening Downstairs Diner below Upstairs, which will help feed the hungry celeb masses. If they actually get hungry.



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April 02, 2008

Sneaking Downstairs

Graveyard Shift Diner under SoHo Secret Club



We love the secret club scene, but everyone needs to refuel.

Fortunately, you don't always have to leave the building... just walk downstairs.

It's known as Cafe Bari during the sunny hours, but starting this Sunday—while the upper floor is being transformed into the "secret club" Upstairs—the staff, menu and even the tables at ground level switch out to create a late-night spot called *Downstairs*. Peek inside any time between 11pm and sunrise and you'll find an oasis full of food, cocktails and nightlife bon vivants like Danny A., Matthew Isaacs and Jordan Harris making the most of the twilight hours.

It may be less secretive than Upstairs, but don't let that fool you. Between red carpet events for the opening and floor-to-ceiling paparazzi-blocking shades, they're ready for the highest-profile scene we've come across recently...in a diner, that is. Of course, your omelet won't get you past the Upstairs bouncer, but we're sure you know a few tricks of your own.

The menu is your standard late-night comfort food—the kind that tastes best at four in the morning—but it's also a richly flavored tour of New York nightlife history with picks like the decadent *Studio 54 Disco Fries* (available in a magnum basket with truffle oil, for high-rollers), the *Wass Pizza Margarita*. (basil and mozzarella, not tequila) and the *Bungalow 8 Chicken Wrap* (yes, it comes with fries).

No word yet on whether the Wass pizza requires a strict guy-to-girl ratio.

Downstairs, soft opening Sunday, 529 Broadway (at Spring), 212-431-4350



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DAVID HAUSLAIB'S

Jossip

The gossip's gossip sheet

WITH DEBBIE NEWMAN
& REBECCA ARONAUER

If You're Not Upstairs, You're Downstairs, and It's Gonna Cost Ya



Upstairs. Got it?

Downstairs is the new Upstairs. No. Literally. That swell Soho nightspot Upstairs, where the hip celebrities go to eschew the Waverly, 1 Oak, or, god, Tenjune, has spawned Downstairs, an 11pm-7am eatery located directly beneath it at 95 Spring Street. It's the branchchild of Danny A. and Matthew Isaacs, with menu items like Studio 54 Disco Fries – they'll set you back 50 bucks, but they're served with sparklers and a cute waitress – and it has its own vertical pecking order: Upstairs patrons may head downstairs for a bite, but just because you're eating at Downstairs, don't think you've got a free ride to go

Apr 3, 2008 • [Link](#) • [Respond](#)

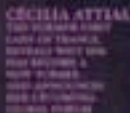


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on the avenue

edited by R. COURI HAY



A motley medley of events celebrated new projects and commemorated one classic New York TV show.



1. Nicole Mar and Matthew Isaacs of CV
2. Isabella Chender and Bentley Mosier at Mott's
3. Tony Ingram and Randy Kemper at the Library
4. Marietta Rose Katz at the Library
5. Jenny Fallon and Andrea Consale at The Players Club
6. Jenna Bullock at the Rose



October 2009

on the avenue edited by R. COURTNEY HAY



1. Frankie Richmond and Michelle Carter Klein at FIT's Couture Council party 2. Dr. Kevin Plancher and Rhina Lindman at the Big Fun premiere 3. Valerie Steele and Charlotte Moss at FIT's Couture Council party 4. Sal Strouss and Jade Fawcett at the Wild Wild West Carnival 5. Matt Kusch and Sarah Bradford at the Big Fun premiere 6. Christie Brinkley and Jackar Harris Hochberg at the Wild Wild West Carnival

URBAN COWBOY

New Yorkers flocked to fantastic events, from film to fashion, for a dose of fun.

Christie Brinkley was honored at the National Women's Division of Albert Einstein College of Medicine's Wild Wild West Carnival. Guests included Plum TV host Alison Chase and her children, who decorated a Hampton beach house designed by **Campion Platt** at the digitaldollhouse.com booth. FIT's Couture Council held a party at the home of **Charlotte Moss**, who just launched a line of home wares for Halcyon Days inspired by Coco Chanel, Jackie Kennedy Onassis, Elsie de Wolfe and Audrey Hepburn. **Robert Siegel** followed the premiere of his directorial debut, *Big Fun*, with a party at his star **Serafina Fiore**'s new steak restaurant, Bianca's in HeadQuarters, which brought out **Sarah Bradford**, director **Amy Heckerling** and producer **Pamela Fielder**.



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More in Celebrity



**Vladimir Nabokov Hunts
Butterflies**



**Rare, Never-Seen:
'Spartacus' at 50**

Snap Sportsbar Press Opening

NEW YORK - OCTOBER 27: (L-R) Snap Sportsbar owners [Jed Stiller](#), [Jordan Harris](#), [Matt Isaacs](#), and [Justin McManus](#) attend the press opening for the Snap sportsbar at Snap Sportsbar on October 27, 2010 in New York City.

In this photo: [Jed Stiller](#), [Jordan Harris](#), [Matt Isaacs](#), [Justin McManus](#)
Photo: Johnny Nunez/WireImage
Oct 27, 2010

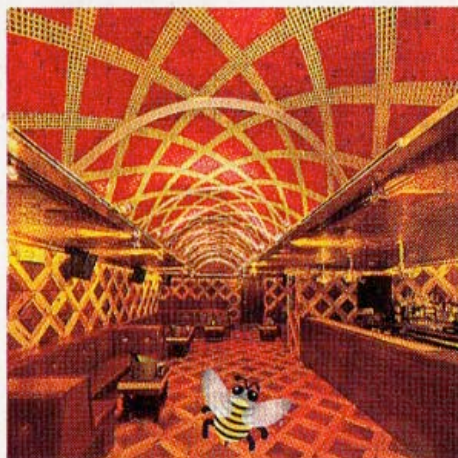


March 26, 2012

THE US BUZZZZZ-O-METER

STASH

Psst! **Ashley Hebert** and **Teresa Giudice** pop into this luxe lounge hidden beneath an NYC sports bar. (stashnewyork.com)



JACKSON HARRIS
MAKES SWEET MUSIC

October 2010



own. Though he spent the majority of his career as a part of the subset of promoters who didn't actually own a club, opting instead to use the venues of others for his events, he is now co-owner of successful clubs and lounges like CV (a roman numeral representation of both the venue's capacity and address), which is known as being one of the hottest nightspots in the Lower East Side, and the soon-to-be-opened SNAP sports bar.

"For a long time I didn't want to own my own place for two reasons that work together in tandem: there was a change in the economy where multi-million properties were available at discounted rates and quite simply, I just got older. I made more money

marketing but it's more wear and tear. So, while we weren't interested for a long time, it now makes more sense for me to invest my time in longevity."

Isaacs' newest sports bar venture SNAP (Sports Nightlife And Pastime) is set to open just in time for the 2010 NFL season, and is already expected to be an enormous success. "I've wanted to do this project for a long time, and I finally got lucky to find the perfect space to really make the concept realized. It's going to be funky and little cheesy but ultimately really fun and very old school. Somewhere you can come for brunch and stay all day until the game's on."

With a successful career at an age where

most of his peers are just figuring out their professional passions, Isaacs has very few complaints about his life. "I love what I do because it's really just the realization of my passions. The only real hard part is that unless I turn my cell phone off, it doesn't matter if it's 2:30 a.m. or Sunday afternoon, I am on the clock. People are always asking me for recommendations for a restaurant in NY or a hot spot in Miami."

With international reach, professional appeal and a career that is only on the rise, there seems to be no last call on the horizon for Isaacs. As he explains it, "there's always going to be young people in New York who want to party," and as he has proven, he is just the man to make that happen. **M**

NEW YORK POST

November 1, 2010

Page Six®

Pet benefit
goes to the dogs

ANIMAL Fair magazine publisher **Wendy Diamond**'s annual "Howloween" Pet Costume Benefit, raising money for the Humane Society of New York, nearly had to be scuttled when the planned venue, new club District 36, canceled at the last minute because it didn't have a certificate of occupancy. Celebs in costume with their matching, dressed-up dogs, including **Tinsley Mortimer**, **Dylan Lauren** and **Sara Gore** in burlesque outfits, were left to parade in the street with other guests who paid \$50 each when they arrived. **Matthew Isaacs**, owner of West 14th Street sports bar Snap, offered to take them in, but dogs weren't allowed near the restaurant area. A source said, "Wendy told **Richard Belzer** to stay in his car. She also advised **Ice-T** and **Coco** that they should save their appearance for next year." Diamond told us, "In a dog-eat-dog city like New York, everyone endured." Reps for District 36 didn't get back to us.

PHOTOS BY ROB RICH

GEORGICA

The After Party for Art for Life at
Georgica



ARANA HANKIN, VICTOR MATTHEWS

MATTHEW ISAACS,
DANIELLE DEGREGORY

TOBY BORD, JARED CLARK

ALICE + OLIVIA

Alice + Olivia Summer Concert to
benefit Art of Elysium (Hamptons)
sponsored by Belvedere vodka
featuring Alexa Ray Joel and DJ
Alexandra Richards at the
Surf Lodge in Montauk

ALEXANDRA RICHARDS,
KATIE LEE JOEL

CHRISTIE BRINKLEY



PAUL ARROUET, DYLAN LAUREN



DANIELLE WAYNE, NICK WAYNE

JEFFREY RACKOVER,
LORRAINE BRACCO

ROSANNA SCOTTO, MERYL TILLIS