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## **SBE'S 'S BAR' A PART OF COMPANY'S EXPANDING NIGHTLIFE COLLECTION**

### **Philippe Starck-Designed Hollywood Lounge is a Chic Neighborhood Destination for the Revitalized Area**

Luxury hospitality leader, SBE, unveiled **S Bar** – an exciting bar and lounge in the heart of Hollywood - in October 2007. Deemed “super chic” by *People Magazine*, S Bar has fast become one of the most noteworthy new nightclubs in the nation, garnering accolades from *USA Today*, *Los Angeles Times*, *Hollywood Reporter*, and more. Located at the intersection of Hollywood Boulevard and Vine Street, S Bar is adjacent to SBE’s Katsuya Hollywood, the second location from one of Los Angeles’ most iconic sushi chefs, Katsuya Uechi.

Developed by SBE’s Sam Nazarian, Brent Bolthouse and Theresa Fatino, the team behind legendary hotspots Hyde Lounge and Area, S Bar is at the very forefront of the surging revitalization of the Hollywood neighborhood. S Bar’s interiors were conceived by world-renowned designer Philippe Starck, with whom SBE has a multi-year exclusive for hotels, restaurants and nightclubs in the United States, Caribbean and Mexico.

The ambience of S Bar evokes the urban, eclectic style of an artist’s warehouse gallery - featuring the sophisticated, signature elements of an SBE venue, including their renowned specialty cocktail program. By incorporating distinctive design with personalized service, a welcoming space, and a laid-back atmosphere, S Bar is the ideal place for cocktails and socializing any night of the week, for any occasion.

M. Starck, in collaboration with SBE Chief Creative Officer Fatino, has created a vibrant, bohemian-inspired environment for S Bar, featuring four large-scale photographic canvases depicting the grand spaces of Versailles. The photos, from French photographer Patrick Tourneboeuf’s award-winning “The Museum Project,” each blanket one entire wall of the S Bar space, creating a dramatic and expansive

*trompe l'oeil* effect. Starck's passion for playful surrealism is evident in every detail of his design, even extending to the bathrooms, where the animated classic *Alice in Wonderland* plays on flatscreens mounted on the ceiling.

The space is furnished with informal groupings of mismatched 'flea market'-style seating and cocktail tables, and given a distinct modernity by a grand bar and doorways lit in bright neon hues. Master mixologist Ryan Magarian, who has conceptualized cocktail programs for all of SBE's nightclubs and Katsuya restaurants, has developed a specialty cocktail program for S Bar featuring fresh organic juices, herbs, fruits and vegetables – offering a selection of truly unique libations such as the Celery Superstar with Roberto Cavalli Vodka, Serrano chili and celery juice and the Bee Knees which combines Plymouth Gin, homemade clover honey syrup and lemon juice.

S Bar is located at 6304 Hollywood Blvd. and welcomes guests from 9:00 p.m. – 2:00 a.m. nightly. Limited reservations are accepted by phone at (323) 957-2279. For more information on S Bar or other SBE properties, please visit [www.sbe.com](http://www.sbe.com).

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#### **ABOUT SBE**

Founded in 2002, the Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and independent film production. As a privately held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurant and Nightlife, Real Estate, Bolthouse Productions and Element Films. With a mission to redefine standards of excellence and innovation, SBE has harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement for the creation of hotels, restaurants and lounges in the U.S., Canada, Caribbean and Mexico. SBE's Restaurant and Nightlife division constantly stays ahead of the curve, creating and expanding trend-setting restaurant and nightlife concepts, which currently include Katsuya, Foxtail, The Abbey, Hyde Lounge, S Bar and Area. As the cornerstone of its synergistic approach, SBE has also completely rethought and re-imagined the luxury hotel experience. SBE will debut its first luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills featuring a Starck design and an innovative culinary program by chef José Andrés. Also in the SBE Hotel collection are Miami's Ritz Plaza hotel, to debut in late 2009, and Las Vegas' Sahara Hotel & Casino, which will undergo a complete redevelopment for completion in early 2011.

#### **ABOUT PHILIPPE STARCK**

Philippe Starck is widely recognized as the world's leading designer of luxury restaurant, hotel and real estate properties and has established a global following of clients and devotees. Born in Paris, M. Starck developed his eclectic style at a young age and studied his trade at Ecole Nissim de Camondo. In 1979, he created Starck Products, where he introduced fun and stylish designs into everyday products. Several of Starck's masterful creations are exhibited at the most prestigious museums around the world including Paris, New York, London and Barcelona. Recognized as one of the world's most powerful style makers, his extensive resume of world-class hotel destinations includes Felix restaurant at The Peninsula Hotel in Hong Kong, the Mondrian in Los Angeles, Delano in Miami's South Beach and the Teatron in Mexico. Starck has received numerous accolades throughout his career such as Grand Prix for Design, the Oscar of the design world, the Officier des Arts et Lettres and many more. Additional information on Philippe Starck can be found at [www.starck.com](http://www.starck.com).