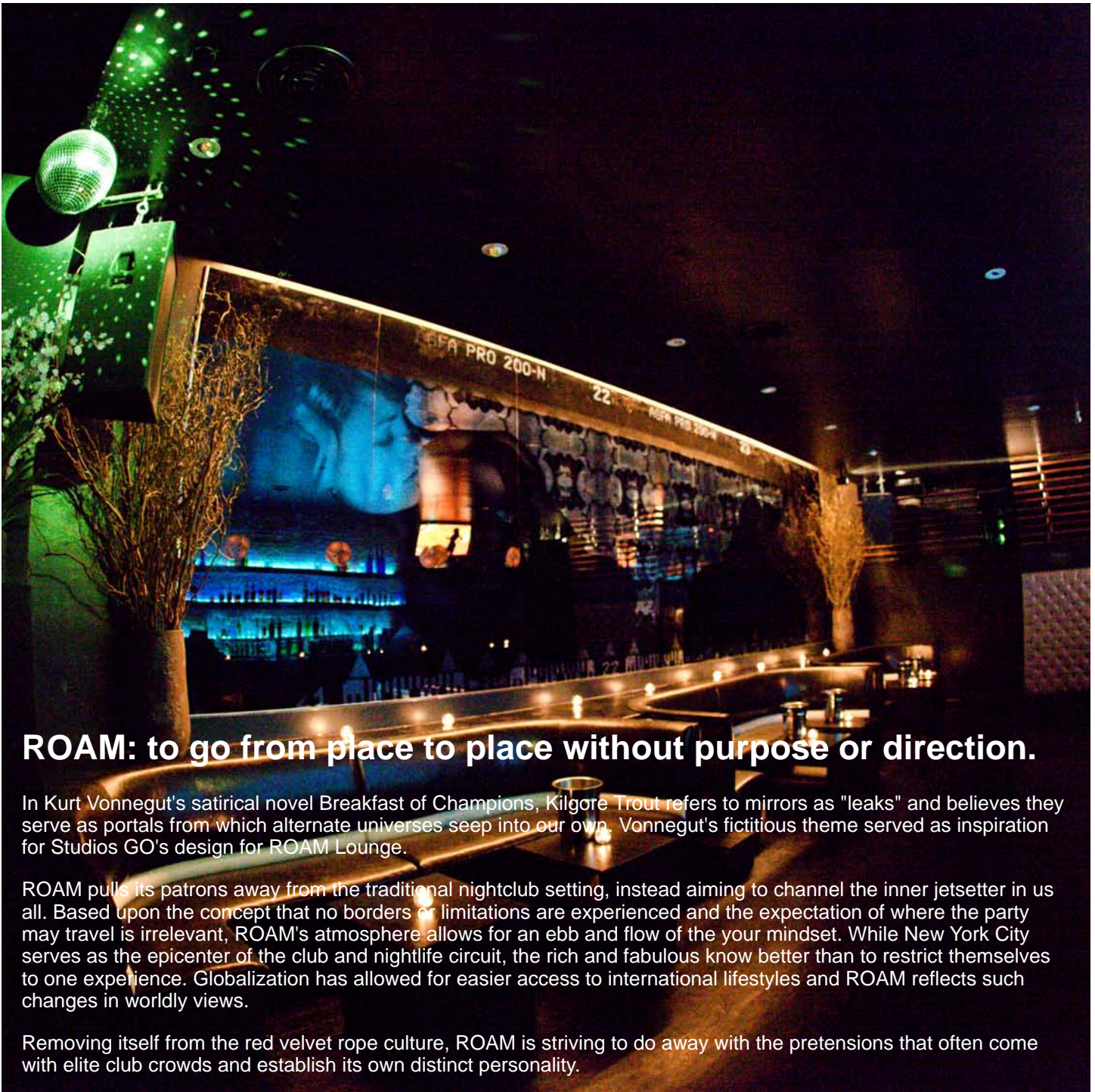




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*ROOM*

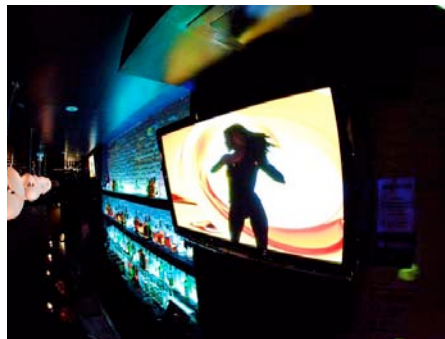


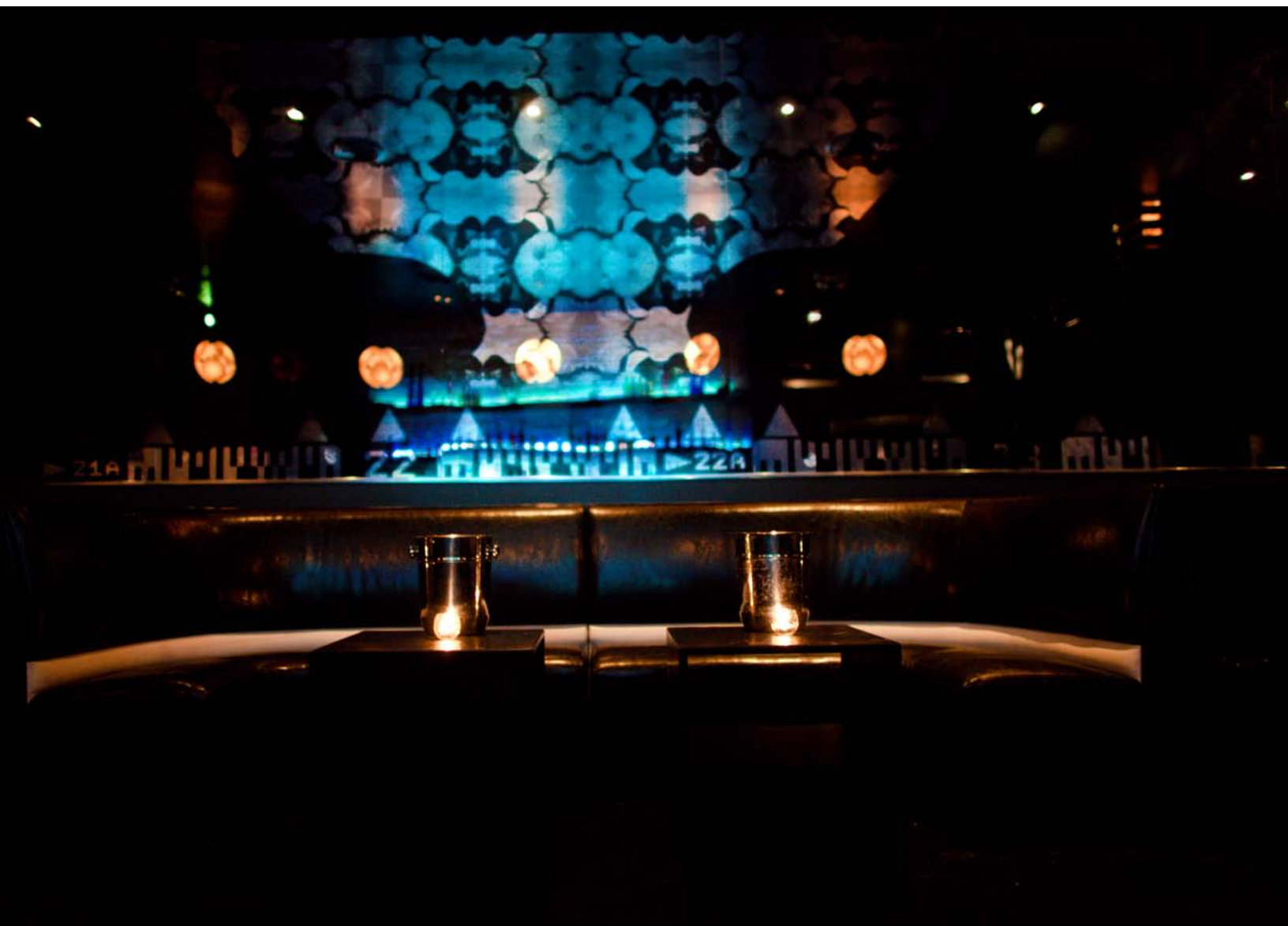
## **ROAM: to go from place to place without purpose or direction.**

In Kurt Vonnegut's satirical novel *Breakfast of Champions*, Kilgore Trout refers to mirrors as "leaks" and believes they serve as portals from which alternate universes seep into our own. Vonnegut's fictitious theme served as inspiration for Studios GO's design for ROAM Lounge.

ROAM pulls its patrons away from the traditional nightclub setting, instead aiming to channel the inner jetsetter in us all. Based upon the concept that no borders or limitations are experienced and the expectation of where the party may travel is irrelevant, ROAM's atmosphere allows for an ebb and flow of the your mindset. While New York City serves as the epicenter of the club and nightlife circuit, the rich and fabulous know better than to restrict themselves to one experience. Globalization has allowed for easier access to international lifestyles and ROAM reflects such changes in worldly views.

Removing itself from the red velvet rope culture, ROAM is striving to do away with the pretensions that often come with elite club crowds and establish its own distinct personality.





This seductive space, consisting of 2.5 separate levels and 2 separate DJ systems, 2 full bars, is the perfect setting for Launch Parties, Private Events and Corporate Functions.

#### Main Floor

Upon entry through the oversized gateway, one is lead through the tunnel into the upper stretch of the lounge. This main level evokes a feeling of being in the midst of the most happening of parties attended by the hottest young actors, socialites, and models. Surrounded by the most beautiful people in the world, one desires to see and be seen. The flashy, cool surroundings reflect the confidence and adventurous attitude of the liveliest partygoers. Be enamored with the reflective sexy glass covering the entire wall, while matching the 30 ft bar across from it.

#### Lower Level

Downstairs, an alternate universe is created. Encased in warmth and sophistication, the lower lounge embodies a feeling of old-world glamour. The DJ Booth suggests a fireplace and hearth radiating a sense of warmth. Banquette seating aligns the perimeter of the space, creating an intimate vibe to be juxtaposed with the space above. Large format black and white images by esteemed photographer Peter Ruprecht wrap around the walls of the downstairs lounge, exemplifying beauty and luxury.

#### Mezzanine

The dual purpose of VIP status and your own private DJ. Roam features a small elevated section which can be roped off for guests seeking privacy and limited access. Ideally situated next to the DJ booth, this area provides a view of the entire space as well as a cozy retreat. With its unique wooden walls, a single photograph distinguishes itself abiding with the comfortable banquette seating.



## ROAM

**Address:**

5 East 19th Street  
between Broadway & 5th  
Avenue.  
New York, NY 10003

**Telephone/Fax:**

Tel: 646-368-8427  
Fax: 212-995-9625

**Capacity:** 325 People

**Square Footage:** 3,200  
Square Feet

**Levels:** Main Floor, Lower  
Level, Mezzanine

**Designer:**

Studios Go  
Greg

**Hours Of Operation:**

Thursday, Friday, Saturday  
10pm-4am  
Available 7 days a week  
for special events

**Audio:**

Crown Amps, EV  
Speakers, Denon CD  
Mixers, Technics 1210,  
Rane Equalizer, PA  
Capability

**Video:**

Two 42" HDTV

**General Manager:**

Wah  
[wah@roam-nyc.com](mailto:wah@roam-nyc.com)  
646-368-8427 x5

**PR + Special Events:**

Mike  
[mike@roamlounge.com](mailto:mike@roamlounge.com)  
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