

AUGUST 24, 2008

KATY PERRY
MAKES
LABOR DAY
WEEKEND

ROK

MIRACLE MILE
SHOPS 5,280 FEET
OF FASHION

EVERYBODY LOVES
CHRIS ROCK





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With kids soon to be sequestered in school, Labor Day in Vegas is a perfect getaway.

DEPARTMENTS

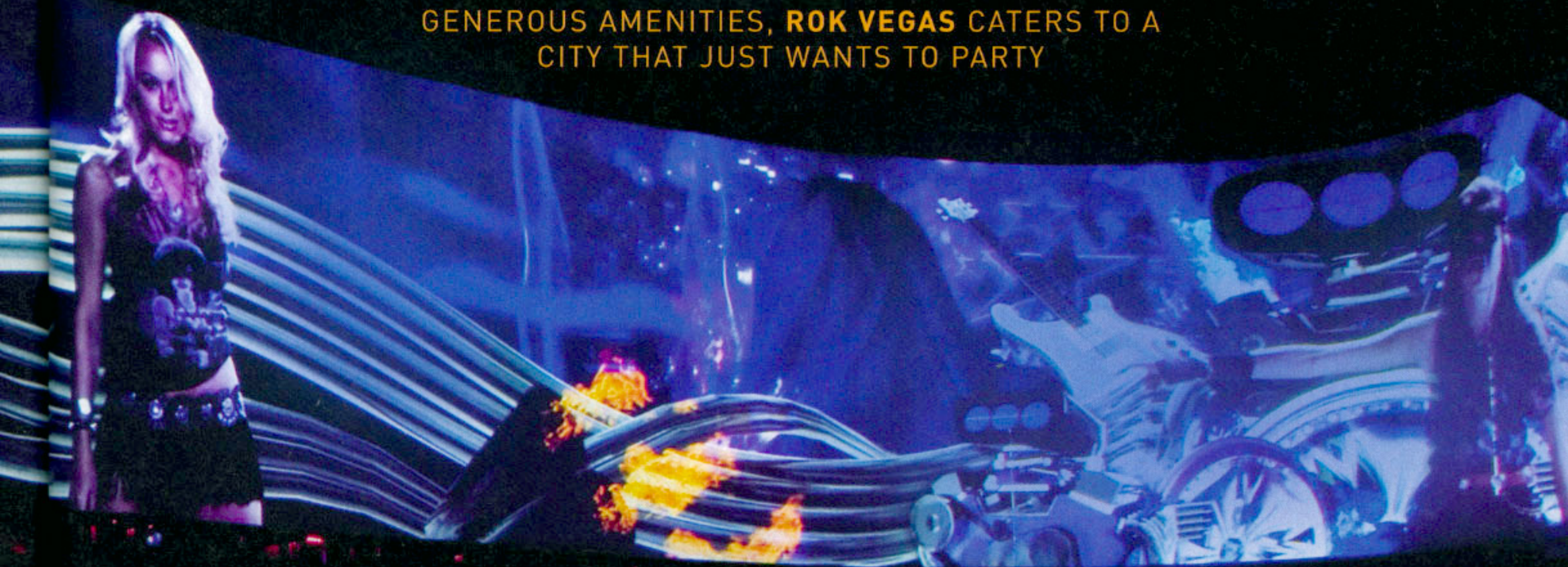
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BY JACK HOUSTON
PHOTOGRAPH BY SABIN ORR

HIGH-VOLTAGE NIGHTLIFE

WITH FIRST-OF-ITS-KIND TECHNOLOGY AND
GENEROUS AMENITIES, **ROK VEGAS** CATERS TO A
CITY THAT JUST WANTS TO PARTY



Just as Katy Perry kissed a girl and liked it, New York-New York finds itself experimenting with its first full-on nightclub—and the results are just as encouraging. ¶ On Aug. 29, the hotel famed for its New York skyline façade and Manhattan streetscape interiors welcomes a taste of Miami with Rok Vegas, an offshoot of South Beach's popular Rokbar. Perry, whose hit "I Kissed a Girl" has topped the charts for seven weeks, hosts grand-opening festivities on Aug. 30. ¶ From the giant illuminated equalizer outside the club to the lineup of top DJs spinning rock mashups inside, Rok oozes electricity. An already concert-like feel is enhanced by a 20-foot-high, 360-degree video screen that displays music videos, live club feeds, laser shows and original images of sexy females and city skylines, all courtesy of the club's resident VJ. The screen, which divides up into 14 separate screens or can remain one continuous whole, is the only one of its kind in a nightclub. You'll never see the video repeat, claims Ethan Asch, Rok's partner and general manager. ¶ Adding to the South Beach vibe is plenty of room to dance; all of the banquettes have wooden ledges to

encourage dancing, and there is a circular platform in the middle of the dance floor for those with more of an exhibitionist streak. Those who crave seating should be pleased by the wealth of VIP tables almost everywhere you turn. "Personally, I think the whole room is a VIP room," Asch said. "There's not really a bad seat in the house." A Stripfront patio offers clubgoers even more seating options, with a separate DJ and bar creating a second party under the stars. ¶ Bottle service is par for the course, but Rok also offers reasonably priced half bottles so guests can mix and match Grey Goose with Bacardi or Jack Daniel's with Don Julio. (And anyone who's familiar with Jägermeister knows it's probably best in a half bottle anyway.) Guests who prefer not to be tethered to a table will find the bar isn't a bad place to hit, either. ¶ "I think the energy we're going to create in this room is going to be unbelievable," Asch said. "We put together the energy that we created in Miami and added the video element to it, which is going to be like you've never seen before. There is no other club like it." ¶ *New York-New York, open 10 p.m.-4 a.m. Wed.-Sat. Cover varies. 702.740.6765 LVM*