



Pink Room Miami Set To Open January 2010

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The world's first socially responsible and green lounge debuts with the arrival of pinkroom South Beach www.pinkroommiami.com It's opening in early **January 2010** will mark the beginning of a new era in South Beach's always changing and evolving international nightlife scene. Inspirations for pinkroom derive from music, modern design and the most sensual and feminine color of all – Pink.

With the color pink being synonymous with the pink ribbon breast cancer research charities it was only natural that pinkroom would become the first lounge ever to commit a portion of its profits to breast cancer research as well as offer a

monthly "Pink Drink With A Cause" where half the price will go to breast cancer research. And the commitment to women does not stop there as pinkroom will ensure that its female guests are royally catered to by a special "Female Concierge" who will arrange for a car service, remove stains from your frock or fix your high heel in case of shoe emergency. This handsome young butler will be on call for all the ladies that are seated in the VIP areas.

The 4,300 square foot space is located in the heart of South Beach at 737 Washington Avenue and will feature VIP access via a secret back alley entrance. pinkroom will be all about music and the centerpiece of the space is the LED covered DJ Booth flanked by go go podiums and overlooking a pink "runway" that can all be combined for a spacious stage and cat walk for performances and fashion shows. When the runway is not being used for shows guests will be able to utilize the space for dancing and showing off. A technologically cutting-edge sound system and supreme acoustics ensures pinkroom's success for becoming a nexus of A-list DJ's and Listening parties and inspiration for the ever-present music industry in South Beach.

Pinkroom is designed by renowned Los Angeles eco design firm Wick Architecture and Design www.wickarch.com, responsible for the first prototype retail store for Joe's Jeans, and will be the first Eco and Smart Designed lounge with an injection of South Beach sexiness. Guests first peek at this inviting enclave is marked by the arrive point of an oversized frosted glass with a discreet pink piping surrounding the window outlines. It offers a glimpse of the action going on inside. A large interactive mural of seductive female eyes over looks either side of the main room with wink.

Some of the designs features in the space, include two highly perched VIP mezzanines one of which will be entirely hot pink and will be private with 2 way mirrored wall where guests can see out but can not be seen. A series of "Smart Banquettes" in the VIP areas will face toward the DJ Booth and offer the best vantage point to see and be scene. The banquettes are specially designed to allow for two tiers for seating and dancing. The Back wall is completely covered with smoked mirrors and columns are covered in faux black fur.

A pink inspired cocktail menu with offerings like the "Pinkatini" pinkroom's version of the pink cosmo will be offered along with luxury bottle service that comes with a min trays of chocolate covered strawberries.