

cielo new york

DJ Nicolas Matar and his team of entrepreneurs have dedicated themselves to raising the bar of the nightclub experience in New York. Nicolas, on returning from his annual stint behind the decks at Pacha, in Ibiza, Spain commented at the time: "A lot of the people who stayed in New York through the dark years have given up hope. I had the opportunity to become a resident DJ in Ibiza, at the best nightclub in the world. Those years kept me believing and inspired me to come back and try to build something here."

And come back he has with vengeance. From its state-of-the-art space in Downtown's uber-chic Meat Packing District, Cielo provides a music programme that specializes in deep, soulful, and eclectic House music with a Latin twist.

As the rest of the team is keeping a low profile, Nicolas has stepped forward as the reluctant front man. "We're just a crew of like-minded friends who got together and said, 'Enough is enough! It's time someone started doing this

properly.' When clubs open in New York, it always seems to be about the promoters and the owners. We want it to be about the ambience and the music. That's really what matters, isn't it?"

Significantly, Cielo is one of the first in a new generation of purpose-designed New York clubs owned and run by people inspired by House music. The son of an original Studio 54 member, Nicolas got his taste for the old NYC nightlife at clubs like Sound Factory, Shelter, Mars, Area and The World. Rather than the exclusive 'velvet-rope' attitude prevalent in some of Manhattan's established nightspots, Cielo is keen to promote the kind of inclusive atmosphere that characterized the club experience of the late 1980s.

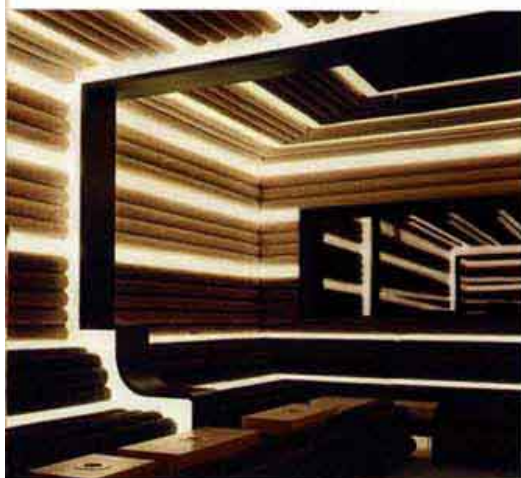
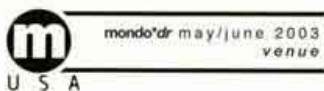
"Cielo (hopes to) be a haven for mature clubbers seeking intelligent nightlife with neither the hassles of large clubs nor the elitism of upscale lounges with too many VIP rooms," he says. "Once you are in Cielo, there are no more ropes, checkpoints, or rules. Security's goal is to compliment the experience, not to hinder it. And once we are full: the doors close."

Not that this means any compromise in standards. Cielo aims to set a new level in New York nightlife by going back to basics: a strong door, impeccable service, and the first ever US sound installation by UK company, Funktion One, which Nicolas promises will blow the most fastidious of audiophile's socks off.

The space is purpose-built for dancing, with a sunken dance-floor in the European style. Banquettes surround the floor, decked out in gorgeously graded brown and beige suede with a range of inventive lighting effects conceived to enhance the designs of Stephane Dupoux, who is best known for his work on Miami Beach's swanky bôîtes Pearl and Opium.

Dupoux took a raw shell, located in the social epicenter of Little West 12th Street, and transformed it with cutting-edge features. The overall look is a timelessly stylish take on the louche seventies aesthetic, with a window looking out onto a private garden.

"The boutique nightclub concept has never been done properly in America" says Matar. "In a smaller venue, you can be selective in picking all the right ingredients and the right ☺



characters that combine to make that perfect mix. There is a current trend towards smaller venues because of the greater intimacy that they can offer. When clubbers pass the age of 25 or so, they get tired of the herd mentality. They want to go somewhere they can conduct a conversation – somewhere they can be heard, not herded. Cielo can be that happy medium – a bit glam, a bit chic, yet still underground, vibrant, and music-driven. You could say we fall somewhere between the stylish ambience of Lotus and the fierce musical vibe of Body and Soul."

Owing to Matar's years on the international club circuit, the line-up of DJs promises to be exciting. With two DJ compilations already under his belt, Matar's own sets are also likely to impress and guests can enjoy quality line ups from Wednesday through until Sunday each week.

"Unlike other NYC venues that utilize outside promoters," adds Matar, "Cielo's marketing,

promotions, and public relations will be done in-house, in an attempt to retain cachet and create consistency across all the nights. We want people to come and enjoy the Cielo experience whether it is Wednesday or Sunday. The music will always be strong."

Nicolas has the rare distinction of being the only non-Spaniard to have served as resident DJ at Pacha for the last 8 years. "Pacha is the mother of all nightclubs," he says – and the global clubbing community is quick to agree with him. "As the name implies, it is a club steeped in exceptional creativity, welcoming exclusivity alongside a tasteful hedonism. An eclectic cast of characters from all over the world congregates there every summer season to revel in the power of House, Jazz-Funk and Soul music through the wee hours of the morning. The result is one of total excitement. This is our inspiration."

On December 31st, 2002, when its doors open for business, Cielo, which means sky and heaven in Spanish and Italian, will herald a new dawn in New York nightlife. ☺



technical information

SOUND

Funktion One AX88 double 8" passive loud speakers; Funktion One Infra Bass Sub Enclosure w/2x18" drivers; Funktion One F218 Double 18" subwoofers; MC2 T1500 Power Amplifiers; MC2 T1500 Power Amplifier; MC2 T100 Power Amplifiers; XTA F-1 2 in 6 out digital processors; Technics SL1200 Turntable w/Stanton DJ Cartridges; Allen & Heath Xone 464 DJ and Live Mixer; Pioneer CD-1000 single CD player with pitch control and sampling; Dbx Drive Rock PA 2 in 6 out digital processor; TRB TO-310 10"/2" two way loudspeaker coherent horns; TRB SB-310mb Swival bracket for TO-310 loudspeakers; Crest CA-9 900 watt stereo amplifiers; MID CBS-ERK-25 Caster base for ERK 25 metal racks; MID ERK-2725 27 space metal rack; MID AN-10 – 10" cooling fan; Snake for live w/patch and terminations; TBT MAX-4a Powered 1"/12" loudspeaker; ETA BL8 8 output rack mount power conditioner; Gepco #1400 14 awg. 2 conductor ULCL3 speaker cable; Gepco 13/4 – 13awg. 4 conductor speaker cable

LIGHT

Rope lighting with amber film and a dimming system throughout; Disco ball with 4 dedicated pin spots also with amber film.

links: www.cieloclub.com

FRANÇAIS

Le DJ et homme d'affaires Nicolas Matar s'est donné pour mission, avec son équipe d'entrepreneurs, d'améliorer le standard de la scène des boîtes de nuit de New York. Lorsqu'il travaillait comme DJ résident de Pacha à Ibiza, Nicolas a été inspiré par l'attitude des clubs de l'île et a décidé qu'il était possible de créer quelque chose de semblable à New York. C'est ce qu'il a fait avec l'ouverture de Cielo, un espace ultramoderne dans le quartier über-chic de Meat Packing District dans le centre.

Point important, à New York Cielo est l'un des premiers établissements d'une nouvelle génération d'opérations conçues sur mesure, appartenant à, et exploitées par, des gens inspirés par la House Music. Ces établissements se flattaient d'avoir le type d'atmosphère inclusive qui caractérisait l'expérience des boîtes de nuit à la fin des années 1980. Et, comme on s'y attendrait dans un lieu exploité par un DJ, la musique de Cielo est son attrait principal. Son programme se spécialise dans une musique House Deep expressive et éclectique avec un zeste de Latino. Une installation d'éclairage simple est associée à un équipement de sonorisation de Funktion One.

DEUTSCH

DJ und Geschäftsmann Nicolas Matar hat es sich zusammen mit seinem Unternehmerteam zur Aufgabe gemacht, den Standard der Nachtclubszene in New York zu verbessern. Während seiner Arbeit mit dem hauseigenen DJ des Pacha in Ibiza war Matar von der Einstellung der Clubs auf der Insel beeindruckt und kam auf die Idee, dass auch in New York Potenzial für eine ähnliche Unternehmung bestehen könnte. Er hat seinen Plan seitdem mit der Eröffnung des Cielo realisiert, eines modernen Venues im topaktuellen Meat Packing District in Downtown New York.

Das Venue ist einer der ersten einer neuen Generation von speziell konzipierten New Yorker Clubs, die House-Music-inspirierten Besitzern gehören und auch von ihnen geführt werden und die eine für die Clubs der späten 1980er Jahre typische „inklusive“ Atmosphäre haben. Wie von einem DJ-geführten Club nicht anders zu erwarten, spielt die Musik im Cielo die Hauptrolle. Die Spezialität des Clubs ist warme, soulige, eklektische House-Musik mit lateinamerikanischen Anklängen.

Die einfache Beleuchtungslösung wird durch ein Soundsystem von Funktion One ergänzt.

ITALIANO

Nicolas Matar, DJ e uomo d'affari ha intrapreso, unitamente al suo team di imprenditori, la missione di elevare gli standard qualitativi del nightclub di New York. Mentre lavorava come DJ presso il club Pacha di Ibiza, Nicolas venne ispirato dal modo di pensare dei club dell'isola e decise che vi era la possibilità di trasportare un concetto simile a New York. E così l'ha fatto aprendo Cielo, un club nuovissimo nell'ultra chic Meat Packing District in downtown New York.

E, fatto degno di nota, il locale è uno dei primi di una nuova generazione di club di New York appositamente progettati e appartenenti a, e gestiti da persone che si ispirano alla House music e che vanta quel tipo di atmosfera di partecipazione che ha caratterizzato l'esperienza dei club della fine degli anni '80. E come ci si può aspettare da un club gestito da un DJ, al Cielo la musica è la caratteristica principale e vanta un programma che si specializza nell'eclettica musica House, sia Deep sia Soulful, con un sapore un po' latino.

L'illuminazione è stata risolta in modo semplice ed è completata dal suono fornito da Funktion One.

ESPAÑOL

Nicolas Matar, DJ y hombre de negocios, junto con su equipo de emprendedores, ha cumplido su misión de elevar el nivel del panorama de los clubs nocturnos de Nueva York. Al trabajar como DJ residente en Pacha, en Ibiza, Nicolas se sintió inspirado por la actitud de los clubs de la isla y decidió que existía el potencial para llevar a cabo algo similar en Nueva York. Y lo ha hecho con la apertura de Cielo, un espacio vanguardista en el centro de la ciudad, en el distrito superchic de Meat Packing.

Resulta significativo que el local sea el primero de una generación de clubs neoyorquinos de nueva generación de diseño específico propiedad y gestionados por personas inspiradas por la música house, y que cuente con el tipo de ambiente integrador que caracterizó al panorama de los clubs a finales de la década de los 80. Y, como cabría esperar de un club dirigido por un DJ, la música en Cielo es su principal baza, con un programa especializado en un house lleno de espíritu y ecléctico con un toque latino.

Su sencilla solución de iluminación se completa con un sistema de sonido de Funktion One.