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EVE-OLUTION OF NIGHTCLUB SHEDS NICE FOR NAUGHTY

Redesigned Eve Restaurant and Lounge Unveiled June 3

Milwaukee, May 16, 2004 – There once was a girl who was very very good, but when she was bad she was awesome. Eve, Milwaukee’s superb restaurant, ultra-lounge and premier hip-hop hall at 718 N. Milwaukee St., is eve-olving this June 3 into fitter form, with a cunning and carnal redesign destined to deliver even greater devilish delights.

After three successful years of frolick in divinely inspired lily-white décor, Eve is tempting patrons to take a bite of higher nightlife knowledge when she emerges as a shocking scarlet harlot. Owner Thomas Wackman has recruited the talents of acclaimed Chicago-based designer Rocco Laudizio of Slick Design and Manufacturing (SD&M) to transform Eve from pure white into a wicked 8,000-square-foot lair almost entirely sheathed in hues of vermilion, blood and candy-apple, redolent of the biblical Eve’s fall into temptation and lust.

“Three years ago Eve was conceived in beauty,” says Wackman, “to elevate Milwaukee’s nightlife to a more enlightened state. And the response has been fantastic.”

“Now,” adds Laudizio, “we want to convey the fruits of the tree of knowledge – a naughtiness, a chic salaciousness, like a modern bordello.”

Eve’s transformation is the third collaboration between Laudizio and Wackman in downtown Milwaukee; the owner and designer also created Eve’s neighbors, the ultra-pub Kenadees and the swank lounge Tangerine. Laudizio is swiftly gaining a reputation throughout the country for creative, contemporary nightlife design, including Chicago’s Sound-Bar, Y, Wet, Ghostbar and N9NE.

Eve’s patrons will be happy to know that none of the structure’s 19th-century details have been altered; the venue’s ornate Victorian trims and stately doorways have been left intact. But throughout the lower-level restaurant, where customers can indulge in marvelous cuisine by Chef Darin Wisniewski, seven different shades of red have been applied to the walls, producing a three-dimensional effect, according to Laudizio. Windows treated with red film bathe the entire room in a flushed, fiendish

light, while columns glint wickedly, adorned with ruby glass mosaics. Only the club's signature metal vines have been left white to accent and complement the fiery glow which envelops the space. On the walls, and on the underside of the stairs, sculpted hands stretch out, offering green apples to the innocent. A new VIP lounge seating area on the lower level insinuates sinfulness via chairs draped in scarlet snakeskin coverings.

Tempt, the upper-level lounge and dance floor, will likewise be transformed, and roast in den-of-iniquity hues of scorching red. A red metallic-flake bar top sparkles demonically in spectators' eyes, while the acrylic bar front glows in roseate hues, casting red and black shadows upon bar patrons' nether regions. A custom-designed VIP seating environment invites languorous lounging with luxurious snakeskin ottomans and moveable champagne tables. State-of-the-art audio and visual equipment complete Eve's transformation from innocent ingénue to woman of the world.

The truly blessed, however, will discover a paradisaical inner sanctum in the heart of the inferno. In a brilliant coup, Laudizio has transformed Eve's one formerly red room into a dazzling enclosure sheathed floor-to-ceiling – and everything in between – in platinum. From the metallic-flake bar top and glowing metal bar front to the metal furniture, all will shimmer with the sharp sheen of the world's most precious mineral. Between the Platinum Room and the dance floor, a 6'-x-6' glass video wall projects images of dancing women, mixed to the beat of the music, which will be able to be seen by both Platinum Room patrons and dance-floor denizens. The glass is specially treated to be partially opaque, so the curious will be able to make out ghostly images of patrons on either side of the glass.

"Eve has been a tremendous success," Wackman says, "and we have no desire to engineer a different animal." He concludes, "Eve-olution is all about heightening the experience even further – original, sinful, and sublime."

Eve's temptations are available 7 days a week from 5 p.m. to 2 a.m.

About SD&M

Slick Design and Manufacturing is an international, full-service design and manufacturing company specializing in architectural design concepts for the entertainment and hospitality industry, employing unique, proprietary methods and materials from concept to completion. Dramatic and stylized spaces are a Slick specialty.

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