



November 10, 2006

## Ultra VIP?



A week before its official opening, this much about Ultra is clear: owner Tommy Tardie (of Fuelray) is shooting for VIP.

The DJ booth, housed on the second floor and overlooking the dance floor, serves as a double-agent "tree-house" where important folk can mingle minus civilian interference. Thirty people can squeeze into the clandestine clubhouse, and the greatest part is that you can't really see their smug faces. Outside the tree-house, the lounge houses comfy couches where young, wannabe scenesters will (Tardie hopes) buy their bottles before venturing into the Ally-McBeal-esque unisex bathrooms.

The greatest attraction? Mixologist Stefan Trummer, of Bouley and Masa fame. He's as nice as he is hot. Can you imagine a bartender bright enough to realize that smiles equal good tips? I was shocked, too. Surprisingly enough, the staff is just as friendly, and you can catch them dancing-or in my case, walking like an Egyptian-right alongside you. The somber black uniforms belie their boogiedown nature, which seamlessly blends with the psychedelic videos playing on the 80-foot plasma screen.

The biggest question mark is the location: tucked between 40/40, Eugene's, and Gypsy Tea, there's no way of knowing whether it will draw a crowd of Manhattanite movers and shakers... or the beautiful masses of B&T. Time will tell. Nonetheless, with Michael James' Friday party and Climax VIP rolling through on Saturdays, the models n' money crowd is guaranteed to be easy on the eyes.

*Ultra opens to the public on Friday, November 17th. 37 West 26th St.*