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A photograph of the interior of Double Seven lounge. The room features a long, dark leather sofa with a tufted backrest. In front of the sofa is a low, dark wooden coffee table with a small lit candle on it. The walls are covered in a textured, yellowish-gold material that looks like a woven or knitted fabric. The lighting is warm and ambient.

DOUBLE THE FUN

It's well documented that in New York, every cool new venue has a very short shelf-life. But Double Seven, the latest addition to the scene in the Meatpacking District, and the newest venture of the men behind Lotus (another NY hotspot), doesn't seem to be in danger of losing its chic clientele any time soon. The fashion crowd – including Luella Bartley, Jacquetta Wheeler and Valentino – have all given parties in this sleek downtown space. *Double Seven, 418 West 14th Street, New York (+1 212 981 9099).*

Leather boots,
sheepskin jackets,
woollen wraps

beauty

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BON APPÉTIT

FEBRUARY 2006

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AMERICA'S FOOD AND ENTERTAINING MAGAZINE

Starters



CHOCOLATEBAR

Handcrafted original cocktails have met their match at **THE DOUBLE SEVEN** lounge in New York, where just about every drink is paired with a specific chocolate from Paris's Debaube & Gallais. One example: the Pimm's Rangoon (Pimm's No. 1, ginger beer, cucumber slices, an orange wheel, a strawberry, and a lime wedge), served with a dark chocolate ginger ganache. The repertoire of 80-plus sophisticated libations was created with Sasha Petraske (Milk & Honey and Little Branch in New York), then partners David Rabin and Monika Chiang added the sweets. "People are really interested in trading up for a better chocolate experience," explains Rabin. Indeed, D&G chocolates cost \$88 a pound. "Initially it was a bar snack concept, but then at a chocolate tasting the idea clicked." (418 West 14th Street; 212-981-9099; Debaube & Gallais chocolates available from debaubeandgallais.com)

—Jennifer Leuzzi



March 2006

M

Drink

School of Rocks

Your liquor has been hand-distilled by monks using rare mountain spring water—why not give your ice the same attention?

➔ When you order a cocktail, what you mostly get isn't liquor. It's ice. And chances are it's not even good ice. It's what insiders call cheaper cubes—those small hollow-centered chips that are produced by commercial ice machines. They melt quickly, leaving you with a watery drink.

It doesn't have to be like this—and it's not at places like the 21 Club and Angel's Share in New York City. These establishments have maintained the tradition of hand-chipped cubes for years. Now chefs like David Myers of Sona and the soon-to-open Soko in Los Angeles have combined these old-school techniques with new ways to serve the cold stuff. "In Tokyo," says Myers, "they make different types of ice for different drinks." At Sona he's using Japanese ice molds that make large golf-ball-size spheres. "We pour straight scotch or sake over the globe and the drink tastes exactly as it was intended to."

So if you're serious about the quality of your drinks, match your spirits with the correct type of ice. —STEPHANIE DAVIS



1. Cracked

Cracked ice chips make a drink instantly cold (thanks to so much exposed surface area). But they also melt quickly—which isn't all bad with a mojito-type drink that relies on the melted ice to balance its acidity.

Perfect for:

Anything fruity or lime. Cracked ice should also be used when shaking or stirring a martini.

At home:

Wrap cubes in a dish towel and give them several thwacks with a long vintage barware spoon called a Tap-Icer (check vintage sites such as www.vintageisland.com). Or just buy one of those hand-cranked ice crushers.

2. Cubes

When you're pouring a highball, you need ice that can be stacked in a tall glass. And you want it as dense as possible, in order to slow melting. The Pegu Club and the Double Seven in New York rely on retro-style Kold-Draft ice machines. "The beautiful cubes they produce are 99 percent free of impurities," says Audrey Saunders, Pegu's co-owner.

Perfect for:

All highballs. In other words, any liquor served with club soda or another carbonated beverage.

At home:

Use distilled water, which is virtually free of minerals and impurities, for clear cubes.

3. Block

The larger the cube, the slower it melts. It's what you want for a one-spirit drink that you're going to sip for a while. "Every day we hand-carve three- by two-inch chunks," says Will Regan, co-owner of the Double Seven. "They barely melt, lasting the length of your drink. That's how it should be." Think scotch on the rock.

Perfect for:

Blended scotch, bourbon, and other whiskeys.

At home:

For pro-quality ice spheres, check out the silicon ice molds at Maji Kitchenware (www.majikitchenware.com). For blocks, you can use a "baby loaf" muffin pan (www.siliconzone.com).

The New York Times

NEW YORK, SUNDAY, SEPTEMBER 4, 2004

HOME

Go On and Talk, It's Encouraged



Photographs by Philip Cusumano for The New York Times. Right, photo by David Laundy for The New York Times.

By VICTORIA DE SILVERIO

If you want to shake your friends, "Five, it's begin!" said Mark Rubin, an owner of the Double Seven, the newest lounge in the meatpacking district, the club-sponsor of Manhattan. "Five-on grind, start, but our bar is just not designed for dancing."

Shaking words coming from a night-life entrepreneur who is also an owner of one of downtown's top drag-and-dance nightclubs, the legendary Lotus, which five years ago helped to jump-start the meatpacking district's makeover into this land's Disney World. As the offspring of Lotus, the Double Seven inherits the glamour pedigree and, with it, expectations that it will be the next big thing. Though smaller and quieter, the Double Seven is not expected for from its parent. It sits right across from Lotus, on a stretch of sidewalk street.

Since the club opened in late August, it has drawn the requisite word-of-mouth buzz, group friends and camera-magnet celebrities, though Mr. Rubin claims that the Double Seven's growthiest clientele is to keep the crowd small and the noise low. "Being able to have a conversation has been absolutely neglected in New York night life," he said.

He and his associates (David Rubin, Will Rubin, Jeffrey Zuh and Monica Chiang) see the Double Seven as "the anti-Lotus," a sophisticated, controlled environment that appeals to clubgoers who are too old to dance on barstools or who just want to take the night off the dance floor.

But love they had to create the place. Flocking the bar with models, actors and socialites was routine. Having had a hand in almost every night life venture in New York — "Tunnel, Danceteria, Buddha Bar — covered guests are on their speed dial." "We have a permanent guest list of about 4,000 people," said Mr. Rubin, who admitted that enforcing the Double Seven's strict 18-person capacity may cause problems. "What will happen when Mick Jagger's in town and we are full?" Well, that's a tough one.

Mr. Rubin added, "Our crowd is the glitzy and the glam, but they are also a lot 'down there, down there.'"

A new talk was needed. The owners put up a \$1.1 million budget and relied on David Mitchell, a Los Angeles designer who consults with the hotel lobby and the media for a party party in club design. Besides Mr. Mitchell, the owners hired an obsessive interior architect and a 300-hour-old decorator.

Though he recently renovated the Hotel

The Double Seven

439 West 14th Street (North Avenue). (212) 361-4888.

GETTING IN Arrive early; capacity is limited even for friends of the owners.
DRINK CODE Something classy.

D.J. PICK "Apparently Indica" by Young Empire, "First Strands Fall" by Cal Copay.

NOTHING Doublet Del Toro, Kate Winslet, Scarlett Johansson.

SIGNATURE DRINK Gold Rush (bourbon, lemon juice, honey and hot water, over ice, with a honey garnish), \$15.

Rosewood in Hollywood, Mr. Mitchell was shy about talking as the Double Seven, his first New York project. "New York is much more classy than L.A.," he said, "where what people care about is Lindsay Lohan's book-look, not style, architecture or a sense of place."

Mr. Mitchell finds inspiration in many places. "It was 4 in the morning, and I was watching this Spanish channel," he said. "And I don't speak Spanish, but on the

FOR GROWN-UPS The Double Seven, a new bar in the meatpacking district, was designed by David Mitchell. Its parent club, Lotus, is across the street.

screen was a beautiful girl dancing in a dress with beads moving up and spinning down." The Indian toiler bar a centerpiece, a wall of light made with 800 amber glass soundings against a smoked mirror.

The owners spent more than \$100,000 on Italian crocodile-embossed leather that covers comfortable banquettes and wraps around the bar counter.

Acoustic French blacks in brown made on the ceiling hang the duo is a musician, and Buckle leather drapes separate three rooms of the bar.

Ratched in the flaming light of the wall sculpture, a gaggle of long-dribbled post-fashion Week leopards peled into the banquettes on a moose lightning night. Mr. Rubin insisted on nervously as one of them climbed out of her seat, almost striking her sister into the private brother. A man with his hand in a small bar at the stage rolled his male girlfriend's long hair as she checked her voice and sang and a Pina's Ragman, one of the bar's 11-corded cranked by the clubbers of distressed Madras. Salsa

Petrol of Milk & Honey

Like other details in the club, the effort behind making a perfect cocktail is concealed. Mr. Petrusin agreed to work with the Double Seven only if his stunning yet unusual recipes were meticulously followed. In each day, for about six hours, someone equates parts from pineapples, apples and other fruits, and crushed, grains and subtle cubes of ice. "A cocktail is like a cappuccino," Mr. Petrusin said. "They are very simple to make, yet so hard to do right."

A gorgeous waitress, her body poured into the Double Seven uniform of a form-fitting black dress adorned with a black leather corset, placed two cocktails on a table, along with two pieces of chocolate made by Deborah & Goldstein. Each drink was paired with a different menu condiment.

"You know, this place picked a mood and delivered on every angle," said Kim Bates, a marketing strategist in her early 30's, "with the drinks, the design, the uniforms — which, by the way, should be far sale because I want one — and the mood they chose is flawless."

Clawing down at her black Jimmy Choo, her friend Julia Mossell, an architect, agreed. "Yeah, and you won't leave with sticky stuff on your shoes."



Page Six®

Richard Johnson

With Paula Froelich
and Chris Wilson



Fearless in fur

ELLE Macpherson (above) is telling pals PETA lied when the animal-rights freaks said she wanted to get out of her Black-glama mink contract. The super-model proudly supported the fur line last night at Double Seven on West 14th Street and said she never told her lawyers to pull her ads from magazines. Meanwhile, Elle, who split from **Arky Busson** last summer, has a hot new younger man. The 41-year-old stunner has been scoring with Arsenal soccer star **Sol Campbell**, 31, reports London's Sunday Mirror.

Cocktails 2006

Over 150 of
the best drinks
and snacks
from the hottest
bars, plus
our essential
American
nightlife guide

best nightlife 2006

The Double Seven

P. 130

West Village VIP lounge
418 W. 14th St., Manhattan
212-981-9099

dessert drinks

brandy alexander

THE DOUBLE SEVEN • NEW YORK CITY

At this VIP offshoot of Lotus nightclub, each cocktail is paired with a Debaube & Gallais chocolate or a selection from Murray's cheese shop. Chocolate-covered pistachios accompany this drink.

Ice

- 1½ ounces Cognac
- 1 ounce white crème de cacao
- 1 ounce heavy cream

Pinch of freshly grated nutmeg

Fill a cocktail shaker with ice. Add the Cognac, crème de cacao and cream. Shake well, strain into a chilled martini glass and garnish with the nutmeg.



BRANDY ALEXANDER, P. 130
The Double Seven,
New York City