

# MR . PUR PLE

September 9, 2015

"All the News  
That's Fit to Print"

## The New York Times

Late Edition

Today, a few showers and a heavy thunderstorm, some flooding, humid, high 78. Tonight, periodic rain, low 68. Tomorrow, less humid, high 81. Weather map is on Page A28.

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### ThursdayStyles

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## New Places to Toast All the New Looks

By BEN DETRICK

Whether you spent the summer cliff-diving on the Amalfi Coast or sweltering in the city, September signifies the social season's return.

As the party calendar resets in tandem with the frenzy of New York Fashion Week, an array of new clubs, bars and restaurants inevitably open.

As usual, there are fresh opportunities for club-hoppers and pleasure-seekers who find the bondage of tight velvet ropes exhilarating. But this year, there is also a shift away from cacophonous big-box electronic clubs, and toward casual places where conversation can be heard without lung-reverberating bass drops.

After deleting Tinder, you should at least be able to strike up a chat at the bar.

**BERLIN** "We have to keep some sort of sleaze alive," said Jesse Malin, an owner of this rock bar, now open below 2A, a longstanding East Village dive. Appropriately, it has the feel of a bunker with arching brick ceilings, chandeliers and a stage for performances. "It's a weekend getaway from the jocks and tourists," he said.

25 Avenue A (East Second Street)

**MR. FONG'S** The latest incursion into deep Chinatown opened in late summer and quickly became a simmering hot pot for artsy types, skaters and thirsty locals. The ownership hydra hails from fashion, art and music, but the modest-size bar maintains unassuming appeal with \$5 Tsingtao bottles, reggae bubbling from vinyl records and a welcoming door.

40 Market Street (Madison Street)

**RUMPUSS ROOM** The Sapphire Lounge, a crusty mainstay of the Lower East Side dance scene, receives a stylish reboot. The face-lift of the 1,600-square-foot space includes prosecco on tap, bamboo walls, a copper bar and bottle service. "The crowd, 20 years ago, was very low-key and diverse," said Jahan Salarimatin, an owner. "That's what we're trying to achieve now."

249 Eldridge Street (East Houston Street), 212-777-5153, [rumpussroomnyc.com](http://rumpussroomnyc.com). This month.

**SEÑOR FROG'S** Times Square may not be the first place for fashion week revelers, but it's fitting that those nefarious topless buskers have been joined by a spring-break-themed cataclysm. This mind-numbing Mexican chain known for its body shots and foam parties in Cancún, Mexico, and Orlando, Fla., has opened a 21,000-square-foot bar in New York. Sure, queso dips will be served, but the emphasis is on alcohol: frozen margaritas in glasses the size of lava lamps and questionable signage like "Drink till she's cute."

11 Times Square (Eighth Avenue and 42nd Street), 212-221-3833, [senorfrogs.com/newyork](http://senorfrogs.com/newyork).

**FLASH FACTORY** From the owners of Provocateur, the meatpacking-district club synonymous with

velvet ropes and black cards, comes a Chelsea club that will skew egalitarian. "There's no V.I.P.," said Michael Satsky, an owner. Electronic-music aficionados can simply buy tickets to the 10,000-square-foot space, formerly the Shadow Club.

229 West 28th Street, 212-929-9070, [flashfactorynyc.com](http://flashfactorynyc.com). This fall.

**MR. PURPLE** Sprawled on the 15th floor of the Hotel Indigo is the latest offering from the Gerber Group, which runs similar establishments at W hotels. In pursuit of bohemian cachet, the 9,000-square-foot bar and restaurant (including a terrace with a swimming pool) will feature nano-batch spirits and ingredients from the Union Square Greenmarket.

171 Ludlow Street (East Houston Street), 212-237-1790. Early November.

**FALCON LAUNDRY** Though it sits near Smorgasburg, Falcon Laundry is angling for neighborhood regulars instead of grazing herds. "I want it to be a drinker's bar, somewhere comfortable and cool that's not completely overrun," said Paul Longo, an owner (and former manager at Westway). The two-floor space in Williamsburg will serve cocktails and small

BENJAMIN NORMAN FOR THE NEW YORK TIMES  
Mr. Fong's in Chinatown has \$5 bottles of Tsingtao beer.

plates. Expect understated ambience: exposed brick, black banquettes and industrial bits left from the building's former life as a steel fabrication mill.

65 North Seventh Street (Wythe Avenue), Brooklyn. Mid-September.

**NACIONAL** Richie Akiva, owner of the flashy discotheques Up & Down and 1 OAK, returns to his roots with a Cuban-themed lounge where Butter, his first spot, stood. "It's going to be one of the hardest places to get into," he said. "It's for the groups that don't want to be in the bigger nightclubs anymore. I'm getting older, and my crowd is getting older."

415 Lafayette Street (East Fourth Street), October.

**SAUVAGE** The owners of Maison Premiere, a popular but cramped oyster spot on Bedford Avenue, are opening this French restaurant and bar facing McCarren Park. It will feature a 90-foot storefront with generous outdoor seating, archways and handmade mosaics. "We like restaurants that feel like they've been there for a long time," said Joshua Boissy, an owner. "I don't like walking into a white box."

905 Lorimer Street (Nassau Avenue), Brooklyn. Late fall.

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