

THE PEAKE SINGAPORE



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STEVE ADELMAN

THE NIGHTLIFE INDUSTRY IS AN UNFORGIVING BUSINESS, WE'VE SEEN MANY SMART, AMBITIOUS MEN AND WOMEN CHEWED UP AND SPAT OUT BY ITS RELENTLESS PACE AND TEMPERAMENTAL TRENDS. IT'S A SURVIVAL OF THE FITTEST ARENA WHERE LONG LIFE SPANS ARE ALMOST UNHEARD OF. WITH THAT IN MIND, STEVE ADELMAN'S STERLING 20-YEAR CAREER IN CLUB CULTURE HOLDS CONSIDERABLE WEIGHT. HE'S SEEN AND DONE IT ALL, BEGINNING HUMBLY IN A TINY DOWNTOWN BOSTON JOINT BEFORE SCALING THE GLITZY HEIGHTS OF NEW YORK AND HOLLYWOOD WITH HIS MASSIVELY SUCCESSFUL MEGA CLUBS. HE'S SEEN HIS ESTABLISHMENTS BECOME CELEBRATED CELEBRITY HANGOUTS AND HIS LATEST VENTURE WITH AVALON SINGAPORE IS NO DIFFERENT. SO NATURALLY WE WENT DIRECTLY TO AVALON'S BRILLIANT FOUNDER TO GET THE SCOOP OF THE CLUB'S EXCITING NEW ERA IN SINGAPORE.

Hi Steve! Many exciting events and gigs have happened since Avalon's launch. How do you think the club has impacted Singapore over the last year?

I think we've added some excitement to the scene, and I'm sure a lot more people in the US and Europe are taking note of not only Singapore, but Asia, as a world-class nightlife destination due to our presence here.

Avalon's been wildly popular but success only comes after overcoming obstacles. What was the biggest challenge Avalon Singapore faced?

Moving an operation of this size to the other side of the world has caused logistical issues, and the subtle cultural differences have created a learning curve for us. If it were easy, everyone would do it. No one from the US or Europe has ever brought a mega club to Asia that wasn't a form of license deal that I'm aware of. That says a lot.

Why launch Avalon 2.0 now?

Last September we were rushing to get our doors open for F1, and to help highlight Singapore during that period. Over the last nine months we have literally been open every night with events, club nights, concerts... We finally decided we had to just stop, complete the Avalon concept and let Singapore experience what Avalon here was intended to be a multi room, multi experience, world-class entertainment venue. It's quite exciting to finally complete what we set out to do.

What are some of the new highlights that we can expect after its architectural uplift?

I wouldn't call it a uplift, but a

continuation of what we started. We've added so many things, a VIP room, Avalon member's area, as well as our signature private club Spider Room!

How will the revamped space and décor alter or improve the party experience?

It will allow our patrons to have fun with distinctly different experiences, all under one crystal roof. With that being said, we are more excited than ever to expand our lineup of big DJs in the Big Room which we are known for.

You've had a pretty long career in the nightlife business. How has your two decades of experience helped shape your philosophy for Avalon Singapore?

Are you calling me old? (Laughs) Over the years I've learned some important lessons, the most important might be to stay the course and trust your vision. People in this industry tend to think that how you do your first six to nine months will set your future course. Nothing could be further from the truth, especially with a club the size of Avalon. You use this period to get your staff to get, find your true audience and get the machine rolling, so to say. Once that's in place, then you can begin run full speed. Rome wasn't built in a day, and neither have the Avalons around the world.

Could you fill us in on future plans? What's in store for us in Avalon's second phase?

Running full speed! :)

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