



PHOENIX ■ The club, not the city, is Michael Ault's newest vision

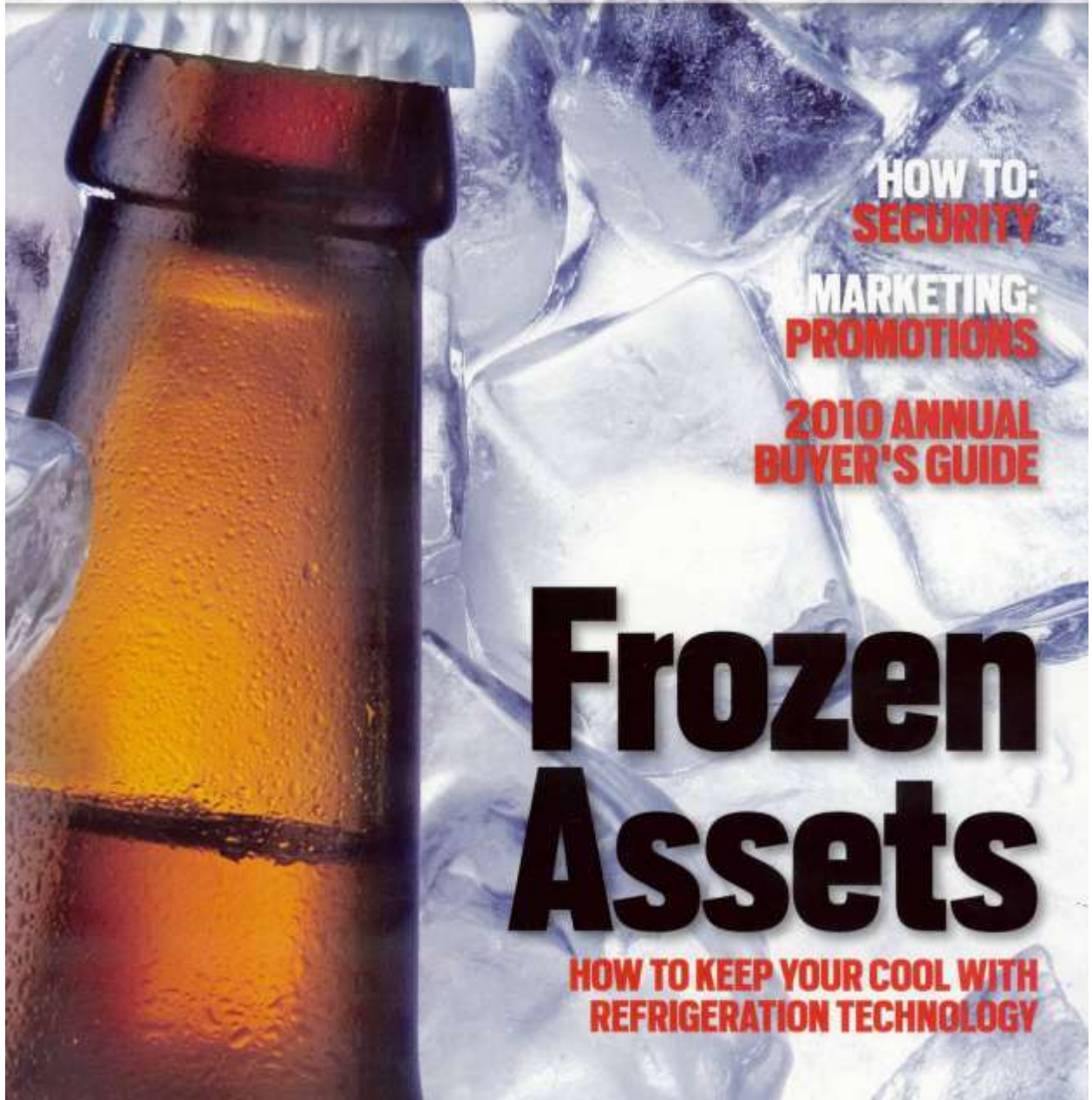
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Flexible furnishing equipment can give you more design options and quick turnaround times for theme and layout changes in your club.

These days, consumers are not the only ones looking for the most value out of their money. Bar and club owners need to adjust to changing spending habits, too, without depriving patrons of a great experience.

When furnishing your venue, here are some great ways to stretch your budget and get the most out of your investment, while maintaining the level of quality your customers expect when doing the same.

Sactionals®, a patented alternative furniture concept from LoveSac® founder Shawn Nelson, in Stamford, CT, allow users to create a virtually unlimited number of seating configurations using only two pieces – a base and a side. The modular, customizable furniture gives bar and club owners the opportunity to

create all kinds of seating arrangements for their customers depending on the situation – you can create a VIP room set up one night then rearrange the configuration to accommodate a different event the next.

“Sactionals are good looking contemporary furniture with a number of advantages to a commercial establishment,” says Nelson. “They make your bar different; they give the environment a personality. They are customizable, so they can be made in any fabric which can be mixed and matched, and changed out. They can be embroidered with your logo or other design. In some situations, clubs will have two or three sets so that they can, for example, provide someone with a leopard print room or change it from black to



Sactionals® provide owners the opportunity to enhance their bar or lounge environment easily and cost-effectively with a virtually unlimited number of seating configurations and upholstery options.

red or white for different events. They can change up their environment without having to buy new furniture.”

The modular elements of Sactionals allow owners to easily and cost-effectively replace a base or a side piece should one become physically damaged. If the upholstery is torn or damaged beyond repair, no problem – Nelson recommends purchasing a few extra sets to keep on hand just in case an immediate “costume change” is necessary. However, should the fabric on any piece confront just spillage or a stain, it is all machine-washable.

“We find that it’s good to have a few extra covers, or extra pieces on hand so if say, someone were to spill a glass of wine, or punctures or burns it, it’s easy to take off one piece without having to send it out to be fixed,” says Nelson. “You can have the replacements right there and ready to go. If you don’t have any extras, and you need them made we can do that pretty quickly, whether from our stock or get them custom ordered in a timely basis.”

Keeping with the modular theme, Modern Line Furniture, Rahway, N.J., offers its custom bar, also comprised of only two components, that allows owners and operators to create bars and serving stations of various sizes to accommodate particular needs.

The front panel and corner units are made with wenge-wood with steel skeletal structures and a tempered glass bar top, as well as LED lights that illuminate the stations. These durable, easily-cleanable materials are also lightweight enough to be moved between indoor and outdoor areas depending on the event or season.

“Bar or club owners can use the custom bar to accommodate non-traditional daytime activities and gain revenue from that, as well as for more traditional settings,” says Boris Zhuravel, sales manager. “It gives you options, and allows you to maximize its use in terms of your space to accommodate a variety of events and varying number of guests.”

Each panel of the custom bar is three feet long with shelves underneath that, when removed, can accommodate refrigeration or other storage units. While the custom bar can be expanded for larger guest settings and events, they can also be set up in smaller, more intimate sizes for only two or three people by attaching two corner or two panel units together.

To accommodate guests even further, Modern Line offers a line of cost-effective and attractive bar stools.

“The 166 model is a backless stool on a single pedestal with a round base, and weighs around 15 lbs.,” says Zhuravel. “It’s made with industrial-grade vinyl, and has an adjustable height. The 162 model is similar except it’s a bit heavier, and has a back. Our stools are available in seven colors, to give people some options.

“The newest model we have is the 174, a single tufted seat on a pedestal with a square base, weighing around 40 lbs. It’s got that sleek “Barcelona” look, and is very comfortable.”

Modern Line sells all of its products at wholesale prices, making it a versatile and highly-affordable option.

Oriflamme Fire Tables, in Scottsdale, AZ, not only bring a fun, unique element to your venue’s ambience, but they can be used to their fullest potential both outdoors and in.



Modern Line Furniture offers contemporary seating to compliment its versatile line of custom bars.