

Step into the future of london nightlife at 24

24 is a brand new bar/club concept which recently opened and is without a doubt, the most high-tech venue in the whole of London, and will be the first fully interactive bar in the world.

24 will be equipped with the latest state-of-the-art lighting and bar technology to create a breathtaking backdrop for your night out. Special computer controlled projections will transform the room into a heavenly catwalk show or the fiery pit of hell. All at a flick of a switch.

The projections are also interactive so if you put your hand out to touch them they will react to your movements. Nothing like this has ever been used in a nightclub venue before, and quite simply, you will have to see it to believe it.

The interior will be blank canvas, which can be changed to whatever you want it to be. And in addition to the projections there will be hundreds of LED lights installed which will give the venue over 1,000 different colour combinations, running right across the spectrum.

The bar continues the interactive theme and will be touch sensitive. You put a glass down; the bar will react to it and send out light beams across to the base of our drink. If you touch the bar with your hand light will shoot out towards you and alert the barman that you require a drink.

This is Star Trek and Star Wars all rolled into one, and with waitress service.

Other interior features, such as furnishing are 1970s inspired but brought right up to date with the state-of-the-art 21st century technology.

The whole ethos of the venue is built around the concept of choice and interactivity, and clients and event organisers will be able to select exactly the feel and mood for their night, even down to the colour scheme for the room. Artwork can be chosen to be projected onto the walls as well.

The capacity is 400 with five slightly raised table areas with space to seat 200 comfortably. Table areas will work on a bookings basis on minimum spends will be limited only to weekends.

Founder memberships are being sent out to key people and will never exceed a certain very select number. The membership card itself will be a limited edition and will include the exact number of those printed just like a piece of art.

The venue is the brainchild of well-known London clubland guru Cris Calarco, and his business partner Gavin Hough.

Cris Calarco said: "With 24 we have created a venue where the emphasis is on our guests. For too long London bars and clubs have been not listening to what their clients want and now we are offering something that has been neglected for so long – choice and good service.

"At 24 you can even choose what colour you want the décor, so it matches your outfit. You can choose the music, the drinks, even the company you are with if you wish.

"All we require is that you have an amazing time, how you do it is up to you."

For more information contact:

Sean O'Brien AOB Communications

W020 7485 7440 M07771 892 952

sean@austinobrien.co.uk