

# ENTREE

January 2006

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We found a very pleasant cocoon of graceful dining, dancing and lounging on New York's Upper East Side: Bruno Jamais. Following a stint at Restaurant Daniel, Bruno moved on to Alain Ducasse and then opened the eponymous Bruno Jamais Restaurant and Club in a beautiful 4,500-square-foot townhouse on East 81st Street that formerly housed Parioli Romanissimo. Bruno was well aware that to please an elite clientele, he had to deliver something extraordinary that surpassed a regular dining experience. To set the right ambiance, he enlisted renowned architect Tony Chi, who combined a clubby living room-style environment with the comfort of a first-class dining room. The restaurant received the "Best Restaurant Design" Award by Hospitality Design Magazine for 2004.

Bruno is a favorite discreet destination for luminaries such as Keanu Reeves, former President Bill Clinton, Kim Cattrall, The Gastineau Girls and Spike Lee, to name but a few. Jamais was inspired to combine a first-class restaurant with a nightclub during his time at Daniel, when regular customers would inquire where they could go to drink and dance without leaving the Upper East Side. Bruno sought to model the ambiance of his restaurant after those in the South of France that effortlessly combine fine food with a sexy, glamorous, friendly and fun environment. Bruno has obviously achieved his goal. Every night from Monday through Saturday, after the dinner crowd has finished their meal, the restaurant transforms into a supper club with DJ music and live bands. Bruno Jamais Restaurant and Club is unique because it does not solely attract the usual twenty something crowd, nor does it aspire to. Instead, it has an eclectic mix of patrons of all ages who appreciate an atmosphere that evokes memories of the legendary Regine's nightclub.

**Bruno Jamais, 24 East 81st Street, New York, (212) 396-3444.**