



Ronnie Kaplan from Suede and One 51 fame opens his new club on the Lower East Side

NEW YORK, MARCH 29TH 2010: Nightlife veteran **Ronnie Kaplan**, owner of previous NYC hotspots **One 51**, **Suede** and **Cherry Lounge** is back on the scene with his newest venture **FOUNDATION**. Ronnie and his business partners **Jay DeLalla** and **Joe Torres** have stripped a former dive club at 137 Essex Street and manicured it into a lush Suedesque prototype with industrial chic elements.

There is no doubt that the L.E.S has become a trendsetting neighborhood, with the opening of the ultra chic Thompson Hotel, Hotel on Rivington, and Stanton Social, there is always a delightful mix of Celebs, Debutant Socialite's and Hipsters. You can even expect to see some of Ronnie's A-List friends dropping by from time to time.

Ronnie says, "Why wouldn't you want to party in this part of town?"

FOUNDATION'S interior boasts a large bar area where you can enjoy one of the many specialty cocktails, while the raised banquet area is adorned with 7 miniature chandeliers, a draped ceiling. and your very own gold stripper pole. Situated right next to the DJ booth, NYC's top DJ's will be on hand to spin your favorite tunes while you and your friends dance the night away.

A second bar area, with seating and dancing for up to 100 people, is located towards the rear of the club and features a lush banqueted area as well as a dazzling gold mirrored wall. This makes for a particularly desired private area, and bottle service is available, but not a necessity. As Ronnie says, "Times have changed and I want people to be able to come and hear great music, have great drinks and get bottle service if that is what they want, and if they do then that is also great".

FOUNDATION will be open Tuesday through Saturday from 10:00pm to 4:00am.