

## CALL SHEET

# February 7, 2014: How Fashion Week Is Taking On Party Crashers, SXSW Maxes Out Permits, Did Zombie Promo Go Too Far?

By Beth Kormanik Posted February 7, 2014, 7:59 AM EST

1. HOW FASHION WEEK IS TAKING ON PARTY CRASHERS: New apps that provide a picture of every invited guest are keeping party crashers behind the velvet rope. New York Times: "Cloud-based velvet ropes like Zkipster have joined Fashion GPS, Splash and other services that allow tablet-toting event organizers, party promoters, wedding planners and maître d's to weed out interlopers. ... The concept isn't novel. Publicists often print out a yearbook-like tip sheet of notable faces for photographers on party duty. But this is faster, paperless and includes every guest, not just the celebrities, socialites and waifish Slovakian models." <http://nyti.ms/1g4qBCD>

2. SXSW MAXES OUT PERMITS: After reaching its limit, the City of Austin has stopped issuing permits for events associated with the South by Southwest festival. Austin American Statesman: "In the downtown area alone, we have 190 Bars and Clubs that are expected to be at capacity, and we're adding 148 temporary events on top of those, which will also require inspection and monitoring," said Austin Fire Department Battalion Chief David Brietzke. <http://bit.ly/1eEnjHt>

3. DID ZOMBIE PROMO GO TOO FAR?: Gawker: "To promote its upcoming season, the *Walking Dead* dressed a bunch of actors as zombies and hid them under a sidewalk grate in Manhattan's Union Square so they could terrify unsuspecting pedestrians." See the video here: <http://bit.ly/1e7w1JD>

\* LOCAL NEWS \*

BOSTON: Big Brothers Big Sisters of Mass Bay will host its Big Night event on Saturday at the House of Blues. The Black Crowes and Fitz and the Tantrums will perform.

CHICAGO: HQ Headquarters Beercade will open in the former Enclave space this spring. The venue will offer arcade games and craft beers, as well as house-made spirit infusions.

LOS ANGELES: Los Angeles Times: “The colorful Tet festival is going mainstream, moving beyond the borders of bustling Little Saigon to a sprawling county fairgrounds where it is expected to attract thousands who never ventured into the Vietnamese American district.” <http://lat.ms/1eEpOcS>

Local event listings from Masterplanner: <http://www.masterplanneronline.com/losangeles>

MIAMI/SOUTH FLORIDA: The fifth annual Wildfox Model Beach Volleyball Tournament is Saturday and Sunday on South Beach. The free, public event consists of teams from modeling agencies competing against one another as well as sponsor activations and a dunk tank.

**Miami Bridge's Venetian Carnival gala is Saturday on the rooftop of the JW Marriott Marquis.**

NEW YORK: Jimmy Sarfraz has been appointed general manager of the 569-room Millenium Hilton hotel in lower Manhattan.

New York Post: “Rumors abound that the Four Seasons will have to move out of its famed location in the Seagram Building at 99 E. 52nd St. The landmarked eatery’s owners are currently in negotiations over the lease—but the Manhattan chatter is that building owner Aby Rosen may be looking to open his own restaurant in the famous space.” <http://pge.sx/1buhW9D>

The Manhattan Center, home of the Grand and Hammerstein ballrooms, has announced a new executive team. Markus Karr has been promoted to president and Jessica Rothstein Berman is the new director of sales and marketing.

Local event listings from Masterplanner: <http://www.masterplanneronline.com/newyork>

ORLANDO: Frontline Event Services has expanded beyond providing security at events to offer event staffing for roles such as admissions, catering staff, promo models, and ushers.

TORONTO: Working with agency Cossette, the Toronto Film Festival has created an

interactive campaign called the “Instagram Time Machine.”

Mediabistro:<http://bit.ly/LBRVxV>

WASHINGTON: Red Light, Cocktails & Dessert Bar—a nod to 14th Street's past as a red light district—will open in April at 1401 R Street Northwest. With an extensive cocktail and dessert menu—as well as several boozy desserts that merge the two—the venue will have a 27-seat interior, 18-person bar, and seasonal 44-seat patio.

YOUR NEWS: What are you doing? Tell us: [tips@bizbash.com](mailto:tips@bizbash.com).

JOB BOARD: Post a job or find a job: <http://www.mediabistro.com/bizbash/joblistings/>

With contributions from Jenny Berg in Chicago, Alesandra Dubin in Los Angeles, Mitra Sorrells in Orlando, and Beth Kormanik, Jill Menze, and Anna Sekula in New York.

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