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TAO GROUP EXPANDS TO LOS ANGELES

*Premier Restaurant and Nightlife Group Revitalizes Hollywood
at N. Cahuenga and Selma*

LOS ANGELES, CA (January, 2017) – This season, TAO Group founders, Marc Packer, Rich Wolf and partners, Noah Tepperberg and Jason Strauss will unveil some of their successful world class hospitality brands in the heart of Hollywood. The project will include Beauty & Essex, TAO Restaurant & Lounge, Avenue and XX, a new brand from the group. Occupying a full city block and over 150,000 square feet of space, TAO Group will also exclusively operate all of the adjacent Dream Hollywood hotel food and beverage outposts, marking their first ventures in the Los Angeles market.

Collaborating with Los Angeles based construction and development firm, FC Development, the project will bring over 700 jobs to the neighborhood and revitalize an area that has been overlooked in recent years.

“Los Angeles is a market we have always wanted to be in,” said Rich Wolf, Co-Founder of TAO Group. We have been looking for the right opportunity for a while, and once we met with FC Development founder Richard Heyman and his team, we knew this is something we wanted to be involved in.”

“This isn’t New York and certainly not Vegas,” says Noah Tepperberg, partner in TAO Group. “We are creating a destination; our guests will be able to enjoy a great dinner at a world class restaurant, followed by a premier nightlife experience and an upscale hotel stay. Nothing like this currently exists in L.A. and we are excited to be the first.”

Occupying 10,000 square feet of space on North Cahuenga Boulevard, this will be Beauty & Essex’s third location. The menu will feature Chef Santos’ signature multi-ethnic dishes including: *Grilled Cheese and Tomato Soup Dumplings, Tuna Poke Wonton Tacos, Oven Braised Chicken Meatballs, and Tomato Tartare*. For the first time, outdoor seating will be introduced with a ground floor courtyard and a patio on the second level. Not to be outdone, the double-height main dining room will offer natural light from a 20-foot oval skylight, while an opulent private dining room that seats up to 26 allows for a more intimate dining experience..

Drawing strong inspiration from TAO Downtown in New York, TAO Los Angeles will be a dynamic two-level space, complete with four private dining rooms and a large bar. A grand staircase will connect TAO's ground and lower level seating, creating the ultimate platform to see and be seen. The custom staircase includes round banquettes and Chinese daybed-influenced sofas. As in New York, a 20-foot tall Quan Yin statue stands atop a koi pond; using 3D projection mapping technology, Rockwell Group's LAB designed subtle animations will bring this signature statue to life. The menu, developed by Chef/Partner Ralph Scamardella, will feature a diverse menu of Asian-inspired specialties, focusing on Chinese, Japanese and Thai techniques and ingredients. Signature dishes like *Miso Glazed Chilean Sea Bass* with wok vegetables and *Typhoon Lobster* with fingerling potatoes and spicy stir fry complement a range of fresh sushi options and dim sum like, *Spicy Tuna* on crispy rice and *Lobster Wontons* with shiitake ginger broth.

Adjacent to TAO Restaurant & Lounge on Selma Avenue, Dream Hollywood Hotel will feature 179 guest rooms and suites, and a sweeping 11,000 square-foot rooftop with 360-degree views of the Los Angeles skyline. Dream Hollywood will be flanked by a pedestrian alleyway linking the hotel and adjacent restaurant and nightlife venues operated by the TAO Group, and transforming nearly half a city block into a communal gathering space.

At the apex of the Dream Hollywood will be Tao Group's newest dining and nightlife concept, **XX**. The luxe 11,000 square foot outdoor terrace, restaurant and lounge space will be set high above Hollywood with priceless aerial views of the famed Hollywood sign and the Los Angeles' skyline. **XX** will be L.A.'s most anticipated new hangout, offering lively experiences day and night, in addition to casual fare in a stylish atmosphere no matter what the weather. The **XX's** chic, modern sundeck will be the ideal destination to relax by the pool on plush loungers and couches while enjoying a light menu and handcrafted refreshments. **The XX Café** will serve guests signature drinks and freshly prepared Californian fare from breakfast until mid-day amidst a serene environment of lush cascading foliage and unforgettable city views. At sundown, the Hollywood retreat will be transformed into a rooftop bar and lounge.

Avenue, New York City's most sought-after late night haunt will unveil the first-ever outpost on the West Coast. Known in New York as the go-to meeting place for bold-faced names, including Kim Kardashian, Rihanna, Marc Jacobs and LeBron James, Avenue LA will continue to be the favorite hangout for the elite. Designed by the Rockwell Group, the 4,000 square foot space will evoke the intrigue of a grand estate frozen in time. Avenue's intimate feel will reappropriate traditional nightclub elements in unexpected materials and forms, and will be filled with lush velvet-covered walls and ceilings, camouflaged leather banquettes, as well as black marble, dark wood and bronze accents to enrapture the crowd. Guests will enter through a custom glass and metal greenhouse before gradually descending into an intimate club space, which will be connected to a semi-exposed outdoor patio. Equipped with a state-of-the-art sound and lighting system, Avenue LA will play host to world-class DJs, providing the best in entertainment and reigniting parties in Hollywood.

“I am eager to bring back the energy and excitement that once fueled this Los Angeles area by creating a buzzing new social destination,” said FC Development founder Richard Heyman. “TAO Group was the obvious partner for the project.”

“This is the first time we have brought so many different brands within our portfolio together in one space,” says Rich Wolf, co-founder of TAO Group. “There is truly something for everyone to enjoy, and we want all of our guests to feel a part of one community,” he continued.

To learn more about this project, please visit www.taogroup.com. Follow TAO Group: Facebook.com/TAOGroup | Twitter: @taogroup | Instagram: @taogroup

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ABOUT TAO GROUP

The TAO Group is considered to be a leading restaurant and nightlife company that develops, owns and operates many of the most successful food and beverage facilities in the United States. The TAO Group partners include Co-Founders Marc Packer, Rich Wolf, Noah Tepperberg, Jason Strauss, as well as managing partners Paul Goldstein, Bill Bonbrest, Ralph Scamardella, Kim Kurlanchik-Russen, Louis Abin, Andrew Goldberg, Matt Strauss, Judy Tepperberg, Jon Schwartz and Rich Thomas. Collectively the 14 native New Yorkers are the creators of TAO Asian Bistro, Nightclub & Beach, LAVO Italian Restaurant & Nightclub, as well as numerous other venues.

TAO & LAVO have locations in Las Vegas (Venetian and Palazzo resorts), and New York City; with TAO Uptown and LAVO on 58th Street between Park & Madison Avenues, and TAO Downtown in the Meatpacking District. Together, the group has also opened Marquee Nightclub (New York, Las Vegas, and Sydney, Australia), Avenue, Arlington Club Steakhouse, and operates all of the food and beverage outlets at Dream Downtown and Dream Midtown including PH-D Rooftop at both locations, Electric Room, Bodega Negra Restaurant + Café, and The Rickey.

ABOUT CHEF CHRIS SANTOS

Chef Chris Santos has over twenty years of experience as an executive chef at The Stanton Social, Beauty & Essex (NY & LV) and VANDAL (NY). In 2005, Santos and his partner, Rich Wolf, introduced their unique brand of communal dining and multi-cultural menu designed for sharing, with the opening of The Stanton Social, Beauty & Essex (2010) and VANDAL (2016). Beauty & Essex Los Angeles will complement the recent opening of Beauty & Essex at The Cosmopolitan of Las Vegas (2016); together these two projects will expand Santos's brand to a West Coast audience.

ABOUT DREAM HOTELS

Dream Hotels are individually curated properties that together comprise a unique narrative. The brand is underwritten by a design philosophy that is both surreal and contemporarily chic. Located in the United States and abroad, the design of each property is informed by its locale and taken to Dream status by a pool of world-renowned architects and interior designers. The result is a stay experience well-suited to the discerning traveler who seeks comfort in a truly cosmopolitan atmosphere.

ABOUT ROCKWELL GROUP

Rockwell Group is an award-winning, cross-disciplinary architecture and design practice based in New York with satellite offices in Madrid and Shanghai. The firm crafts a unique narrative for each project through the intersection of theater and architecture. Projects include Nobu restaurants and hotels worldwide; The New York EDITION; Chefs Club by Food & Wine (New York); TAO Downtown (New York); TED Theater (Vancouver, BC); W Hotels (New York, Paris, Singapore and Vieques); NeueHouse (New York, Los Angeles and London); OMNIA (Las Vegas and San Diego); Luminaries at Brookfield Place (New York); set designs for Sylvia, Kinky Boots, Hairspray and the 2009 and 2010 Academy Awards.