

By Michael Adams  
Photography by Paul Warchol





# champagne and beers

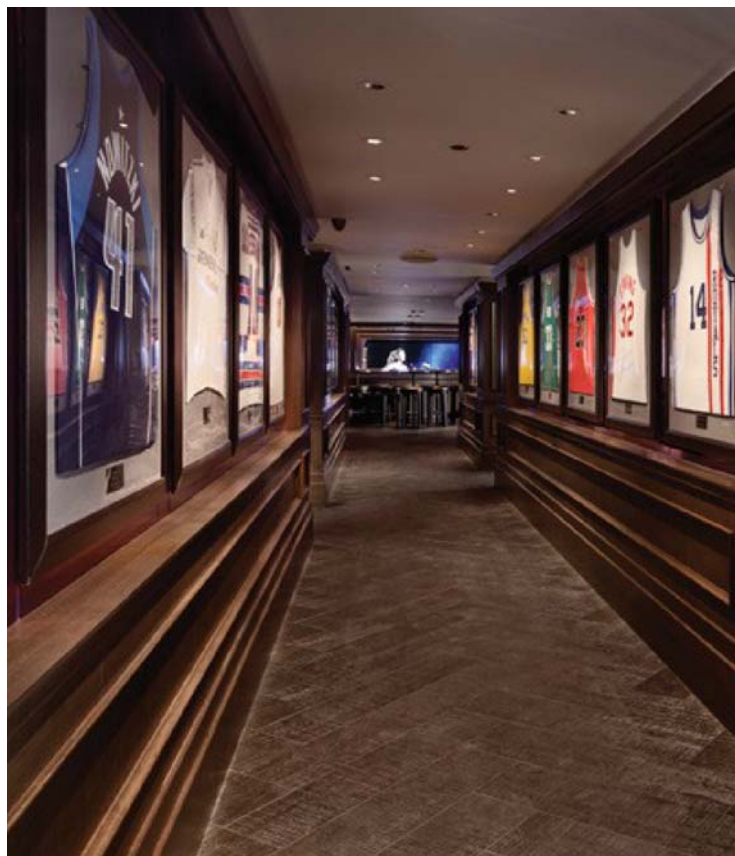
An expert designer goes  
clubbing with Jay-Z



When recording mogul and sports enthusiast Jay-Z sought to renovate his popular Manhattan club, 40/40, he turned to Jeffrey Beers, a polished veteran of the genre who throughout his career has created more than 20 nightclubs around the world. Beers says he was “thrilled” to accept the assignment, not only for its inherent challenges, but because, “Jay-Z is a mensch. He’s incredibly down to earth. He speaks from the heart.”

*This photo: A sweeping view of the main room of New York's 40/40 Club, a 15,000-square-foot lounge and night spot dedicated to a quartet of baseball greats who have hit 40 home runs and stolen 40 bases in a single season—José Canseco, Alex Rodríguez, Barry Bonds, and Alfonso Soriano.*









Long a nightlife staple near Madison Square Park, 40/40's new look combines nods to classic New York architecture and Jay-Z's own sensibility, from state-of-the-art media technology and games to the prominence of baseball memorabilia and his own champagne label. (Bonus points for those who know the origin of the term 40/40—an elite club of baseball wizards, currently just four, who have hit 40 home runs and stolen 40 bases in a single season.)

The 15,000-square-foot space was entirely gutted for the renovation. Guests enter through a new storefront entrance with a mahogany and limestone façade to find a magnificent bar backed by an 18-foot-high monolith of Jay-Z's favorite bubbly and an illuminated resin bar top.

Behind the bar, explains Beers, are bleachers—soft and leather-upholstered—that rise to several levels, allowing clear views of the rest of the club as well as the multiple video screens. “They are high-def on steroids,” he says. To encourage people watching, a mezzanine-level catwalk circumnavigates the entire club.

“It’s a lounge that turns into a nightclub,” he continues. “As the evening goes on, it becomes more alive,” aided immeasurably by an abundance of mirror, glass, stainless steel, and polished nickel, not to mention huge fiber-optic chandeliers whose alternating colors underscore the sparkle. Five private rooms on the second floor feature bespoke seating, billiard tables, more HD TVs, and oak paneling and floors. Lest anyone forget that this is a sports-themed space, framed baseball player jerseys and golden bats adorn the walls. (A second 40/40 is planned for Barclay’s Stadium in Brooklyn, with tentative plans for more in London and Asia.)

“This is Jay’s world,” says Beers of this flagship. “It’s very much his home. It has the feel of a luxury urban mansion, but it also has the casual, energetic feel of watching the game—in the home of your dreams.” **hd**

[www.jeffreybeers.com](http://www.jeffreybeers.com); [the4040club.com](http://the4040club.com)

*This an opposite page, clockwise from top left: A sleek restroom, highlighted by mosaic glass tiles; the second floor corridor, lined with baseball stars’ jerseys; a private room whose furniture—pool table, plush leather chairs, comfy banquettes—evokes a luxurious home; and leather upholstered bleacher seating gives guests clear views of the rest of the club.*

## 40/40 Club

New York

### Owner and Management Company

40/40 Club

**Architecture Firm** Metzger/Metzger Associates, New York

**Architecture Project Team** Gary Metzger

**Interior Design Firm** Jeffrey Beers International, New York

**Interior Design Project Team** Jeffrey Beers, Marc Desmet, Michael Pandolfi, Elizabeth Schlotzhauer, Brett John, and Masako Fukuoka

**Contractor** Conelle Construction Group

**Purchasing Firm** The Parker Company

**Lighting** Focus Lighting

**Engineering** Edwards & Zuck

### FIRST AND SECOND FLOOR ULTRA LOUNGES

**Barstools** Marquis

**Barstool Fabric** Innovations

**Banquette Fabric** Architex

**Dining and Cocktail Tables** Artco International Inc.

**Light Fixtures** Preciosa International Lighting

**Bat Installation** Marucci Sports

**Wood Millwork Panels** GW Manufacturing

**CENTER BAR**

**Bartop** Atta Inc.

### STADIUM BLEACHERS

**Banquette Vinyl** Pollack Associates

**Banquette Pillows** Reid Witlin Ltd.

**Custom Cocktail Tables** Artco International Inc.

### VIP ROOMS

**Banquette Fabric** Carnegie

**Banquette Vinyl** Swavelle and Reid Witlin Ltd.

**Banquette Pillow Fabric** Opuzen Ottomans and Club Chairs Quality and Company

**Cocktail and Coffee Tables** Artco International Inc.

**Wallcovering Inlay** Yangki Wallcoverings & Fabrics

**Millwork** Elite Millwork

### RESTROOMS

**Glass Tile Mosaics** SICIS