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1182 JUPITER



[SOCIAL CIRCLES]



Nicola Parente



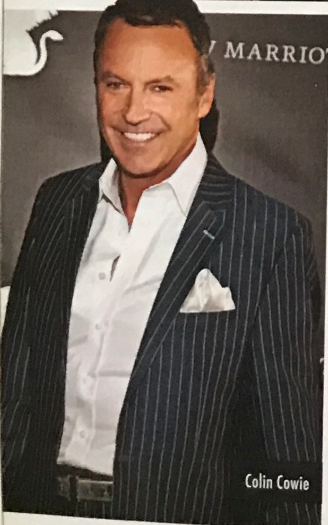
Bethany Buchanan, Chiara Casiraghi, Daniel Colvin and Holly Legare marvel at the JW's over-the-top decor.



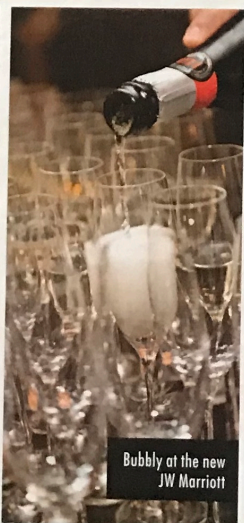
Jillian and James Rodgers with a painted model



Kate Blue and AshLee Frazier



Colin Cowie



Bubbly at the new JW Marriott



Contortionist performer in the Spa by JW

# ON THE SCENE

By Ray Dennison

## Hotel Sweet!

Party people checked into the brand-new JW Marriott for a four-act grand-opening bash.

### THE PARTY

The JW Marriott Downtown rolled out the red carpet for a grand-opening spectacle that attracted more than 700 guests. Orchestrated by New York's celebrity party planner Colin Cowie, the progressive party consisted of four acts that took revelers on an entertainment-filled tour of the historic building.

### THE SCENE

Upon arrival, partygoers filed into the hotel's art-filled lobby and bar, where artists live-painted nearly nude models perched on pedestals while a violinist performed on stilts. The second and third acts featured culinary stations with wine pairings in the Monet Ballroom, and a seafood and Champagne bar in the hotel's 11th-floor lounge. Finally, elevators whisked scenesters to the basement for the grand finale, a surprise concert by a capella group Home Free, winners of ABC's *The Sing-Off*.

### THE HIGHLIGHTS

Throughout the night, guests were greeted by an acting troupe that brought the hotel's spaces to life. In one suite, a silk-pajama-clad couple lounged in bed, while a suited-up business troupe—a la *Mad Men*—conducted an animated business meeting in the glass-walled business center. Despite the 328 bedrooms, no one seemed interested in turning in early!