

CLUBWORLD

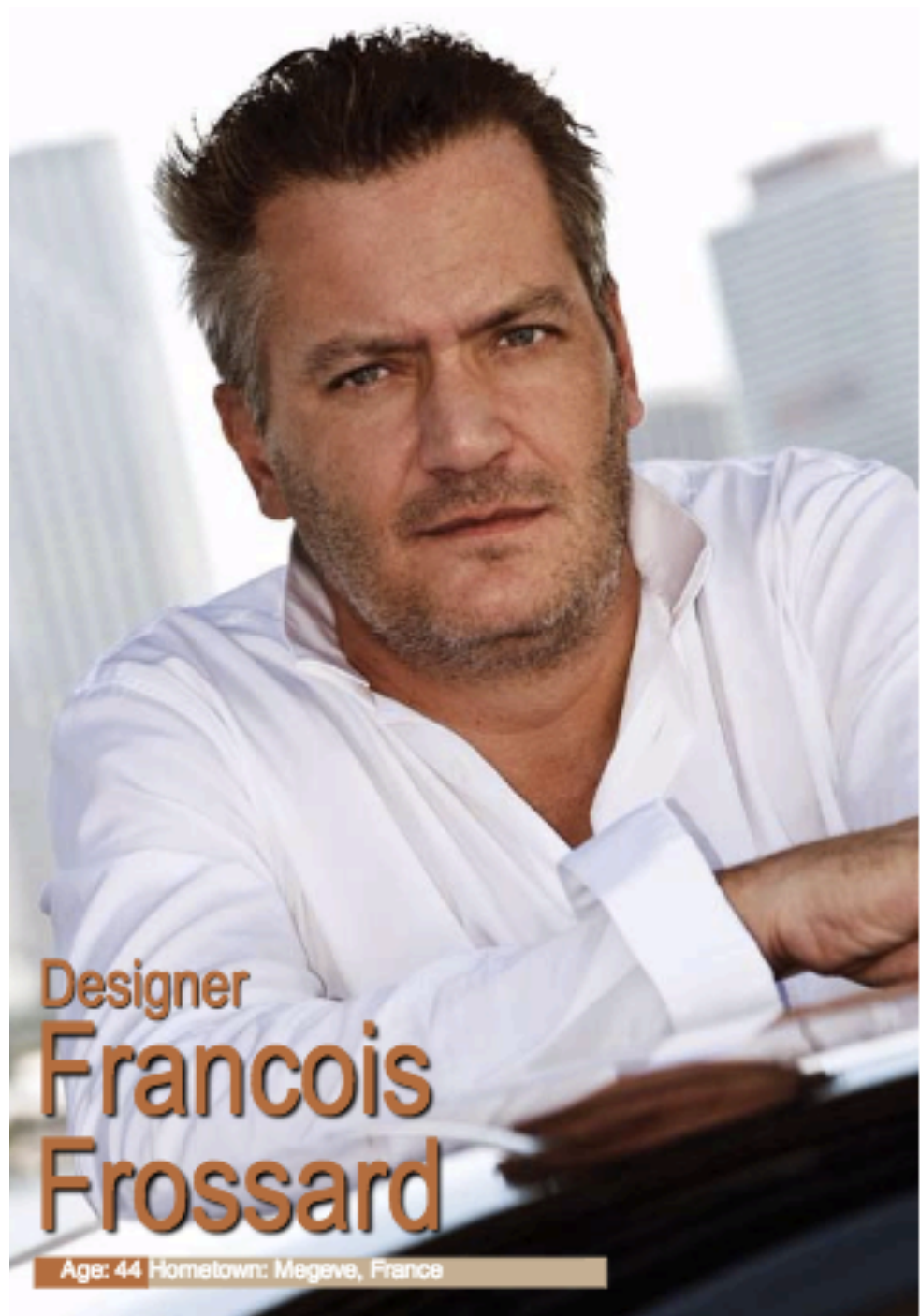


2009 COLLECTORS ISSUE

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NIGHTLIFE'S 30 MOST INFLUENTIAL
PEOPLE Past Present and Future

PLUS: NEXT 10 Exciting Up-And-Comers



Designer Francois Frossard

Age: 44 Hometown: Megeve, France

"You hire Philippe Starck and you're going to have a certain look," says Francois Frossard. "You hire me and you're going to have a certain look. Not always one thing, but the little tiny details might reflect from one project to another."

Frossard is the go-to designer for leading nightlife firm Opium Group. And with Opium opening its first venues outside of its native Miami this year – Mansion in New York and Privé in Las Vegas – he's a trendsetter with a broadening reach.

Frossard was introduced to Opium in 2002, after designing Chicago restaurants Mirai Sushi and Heat, and Miami nightclub Rain. He was brought on to design South Beach hotspot Privé – still standing as one of

FAVORITE QUOTE:
**"ALWAYS LOOK
FORWARD
TO NEW
CHALLENGES,
AS IMPOSSIBLE
IS NOT AN
OPTION!"**

the foremost lounges in America. Since then, the collaborations have not ceased. Frossard has helmed the design of Opium Garden, Mansion, and Set – for which he won his first "Best Interior Design" Club World Award – in Miami, as well as Mansion New York in the old crobar space, and Privé Las Vegas, inside the new Planet Hollywood Resort & Hotel.

Born in France, Frossard studied cabinetry and carpentry before earning a degree from Paris' Ecole Boulle School of Design in 1987. He relocated to Chicago that same year, where he went to work for furniture designer Lee Weitzman. He was named Head of Design and Production for Jordan Mozer's firm, where his projects included portions of The Bellagio Hotel & Casino in Las Vegas, and Disney Quest in Orlando.

Working on his own since 1998, Frossard has developed a style that is as playful as it is elegant. For Mansion, he combined Old World and modern elements to create the unique interior that has appeared on the pages of countless magazines and even in the film *Miami Vice*. In 2007, though, Frossard created what would become the Opium Group's new signature look with Set, featuring Pucci fabrics and oversized chandeliers. The design was so popular that it was replicated – almost – for Privé Las Vegas.

"We're not trying to replicate [Set] for Privé Las Vegas, but we wanted to make it very similar," says Frossard. "Set is 7,000 square feet; Privé is more than 12,000. After an agreement with the owners and the managing partners in Las Vegas, we decided to do Set on steroids for Las Vegas."

Currently, Frossard is working with Opium on a few other projects, including Louis at the Gansevoort South Hotel in Miami, which should be open by the end of 2008.

Although best known for his work with the Opium Group, Frossard's touch can be seen at other clubs across the U.S., including Rok Vegas at New York, New York Hotel & Casino. He's currently working on a North Carolina branch of New York club Butter, as well as several Chicago nightclub projects.