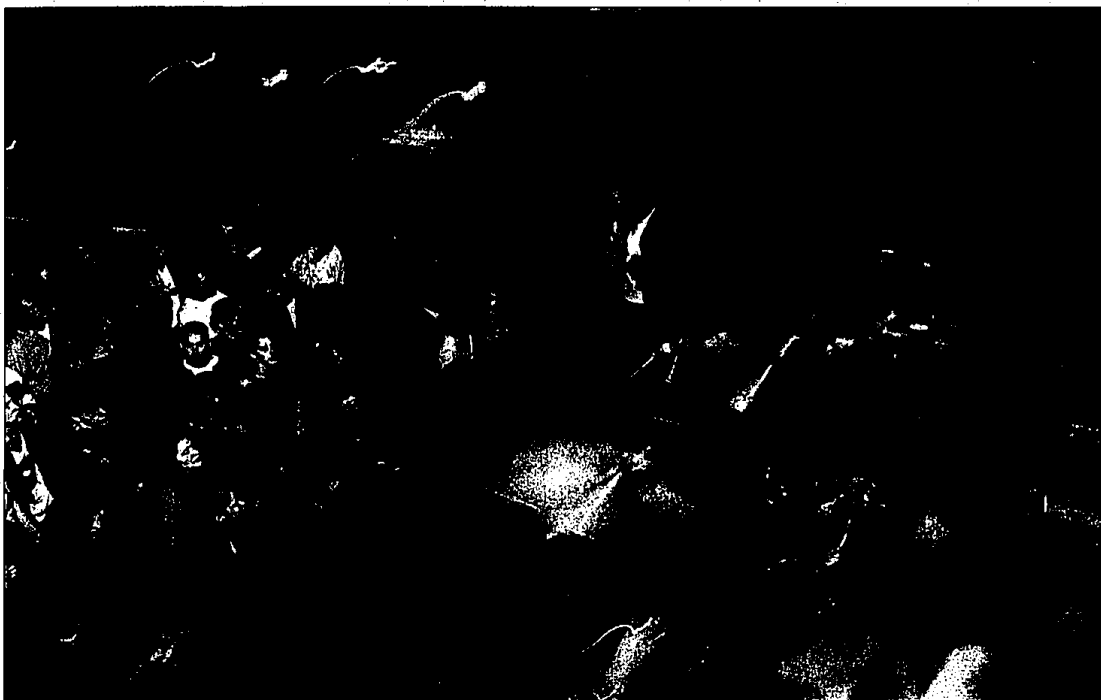


INDUSTRY



photos by STEPHEN CANTRELL/staff photographer

Inside Industry, patrons are treated to diversity — a relentless flashing of lights on the dance floor, a sound system that pulsates and a diversity of music.

A dance club that boasts of a new attitude

By Larry O'Connor
staff writer

A NIGHT OF INDUSTRY can leave one tired.

Situated right in the heart of downtown Pontiac, at 15 S. Saginaw, is a visual assault as much as it is a dance club. In the hallway are four video monitors flashing non-stop images. Inside the double doors is a menagerie of catwalks, tucked away staircases, an unrelenting flashing of lights on a dance floor and sound system that pulsates.

Undoubtedly, such attributes would appeal to the dance club set who tend to be easily dazzled by sight and sound.

But Industry could be more about an attitude, a place where diversity and open-mindedness conquer restless spirits.

"It's what we're going to do here that will make the difference," says Amir Daiza of Keego Harbor, who is a local rock promoter and partner in the club.

Aside from catering to rhythmic impulses, Industry will highlight the arts, architecture and jewelry. Already, the club hosted an exhibition featuring the nouveau photography of Lisa Spindler.

"Right now, the styles are so diversified," Daiza says. "If you look at music, it's real diverse. If you look at art, it's real diverse. If you look at architecture, it's real diverse."

"People are not into one style anymore. They're real flexible."

ALREADY, INDUSTRY is appealing to a multitude of tastes by offering these nights.

John Coltrane-Dizzy Gillespie devotees are in nirvana on Wednesdays when the Wednesday Night Jazz series takes place. Either a live band or a deejay performs. Admission is free and doors at 5 p.m.

Still have a pair of those bellobottoms, black patent leather platform shoes? Blow the dust off them and trundle down Sunday for "1970s Disco Party."

But for those who prefer to live in the present, or rather, the future, "Alternative Dance Party" on Thursday nights caters to the Doc Marten boot crowd. Dee Jays spin tunes by Front 242, Soundgarden, Happy Mondays, Charlatans UK, etc.

Or like recently, Industry lends itself to be a concert venue such as when Mute recording artists Rene-

gade Soundwave performed there. On this night, people mill around the stage as Renegade Soundwave lead singer spews out some programmed poetry.

Everyone moves to the vibrant dance tunes, except for the lead singer who sips Heineken and drops such lines of inspiration as "We going to have some fun?"

WHEN FINISHED, the lead singer spontaneously drops his microphone and walks off stage. The audience doesn't seem to notice, swaying to the beat the remaining band members lay down.

As a concert venue, Industry



The people who visit Industry are as diverse as the music played there. The dress can range from semi-formal to T-shirts and jeans.

passes the test. The club holds 1,000 for acts who lend themselves to extraneous movement from the audience.

"We're not going to book punk bands like Butthole Surfers in here," Daiza says.

For those who don't wish to participate in the dance ritual, catwalks and back stairwells offer a bird's eye view to the stage.

When Blair McGowen, Charlie Gates, Vince Bannon and Daiza conceived the idea for Industry, they wanted more than just a dance club, more than just a place to swivel a drink and listen to music. For one, the group believes a club's got to have art.

Using the theme of architect Victor Saroki's deconstructivism, Industry is more about rebuilding.

INDUSTRIAL EVENTS

Wednesday, June 19: Motor City Jazz Quartet performs as part of the "Wednesday Night Jazz Series."

Sunday, June 23: Village People perform as part of "Disco Night."

Tuesday, June 25: Pontiac-Orland Symphony Orchestra salute honorary chairpeople of the orchestra's "Evening with Axiom." Doors open at 5 p.m. \$5 donation.

Wednesday, June 26: Separate Chicks perform as part of "Wednesday Night Jazz Series."

Friday, June 28: "Metal in Motion" an exhibit of jewelry designed by top students from the Cantor of Creative Studies.

Industry: located at 15 S. Saginaw, Pontiac. Call 334-1999 for more information.

Several items, like ornate railings and portholes, were pulled out of the basement of the club that has operated under several names, most recently Isis.

THESE ARE augmented with post modern features such cold metallic walkways and strobe lights.

Saroki's vision is paid tribute by Industry's Saroki Room. The enclave offers a respite from the technodance assault, sometimes featuring music from a harpist and other soloists. Imported wines, liqueurs, beer along with non-alcoholic drinks such as juice or cappuccino are offered at the bar.

The furnishings throughout In-

dustry make an artistic statement as well.

Ceiling lamps are by Massimo Losa Ghini, who is the architect and creator of the Bolliad movement in Italy. Laminates and furniture are by Ettore Sottsass and Michele De Lucchi, pioneers of the Memphis Milano movements.

Heck, even the bar stools are art, designed by Philippe Starck, creator of the interiors of the Roy-Altan and Paramount hotels in Manhattan.

"I want to reach an artsy crowd here," says Daiza, understating things a bit. "Most clubs are offering dancing and drinking. There's nothing really like this anywhere."



Anthony Richardson and Keshya Anthony listen to the music, unaware that the furniture they're sitting in is by Ettore

Sottsass and Michele De Lucchi, pioneers of the Memphis Milano movements.

High Tech Dancing in Metro Detroit

Clubland at the State Theatre 2115 Woodward, Detroit, 961-5450: Just pick a night at this state of the art theater turned dance club. Tuesday is "Soul Night"; Thursday is "Ladies Night" with women admitted free; Friday and Saturday are prime dance nights while Sunday is an all-ages dance night. Jim McVicar is the deejay.

The Shelter: in the back of St. Andrew's Hall, 431 E. Congress, Detroit, 961-MELT. The place reverberates with techno beat dance Wednesday through Saturday in the basement of the venerable concert hall. Wednesdays features deejay Tom & Kevin. On Thursdays, deejay "Funk Daddy" handles the music while Friday is "Three Floors on Fun" night with Tom & Bosco, CIMA-FM's Darren Revell and "Thin White" Sled turning the tunes.

Tremors: Six Mile Road, east of I-275, Livonia, 482-2196. Shake, rattle and roll as this popular night spot quakes with deejay Sean Stagemeyer spinning discs. Don't be alarmed by the crack running along the floor and extending up the walls.

Vis-A-Vis: 40 W. Pike, Pontiac, 253-1300: offers dancing with deejay Scott Gordon spinning the tunes 9 p.m. to 2 a.m. Thursday through Sunday. Cover is \$5. Future plans include live performance art and fashion shows.