

'Pure' class finds its way to Detroit at last



STEPHANIE A. CASOLA

Sarah Checkley sifts through a pile of leopard print, halter tops and knee-high boots, trying to pick out the perfect outfit to wear to the trendiest now bar in the metro area. You see, you can't wear just anything to Pure Bar Room.

By 10:30 p.m. the 22-year-old Rochester resident saunters through the glass doors of Detroit's hottest nightclub, not quite knowing what to expect. Like shelter from the freezing night air, she's enveloped by the sensations of dimly lit chandeliers, the fluid motion of bodies on and off the dance floor, and the sounds of world-class house and trance beats trickling from above.

"It's very New York," she says. "It's a mix of everything, not like any other bar I've ever been to."

That description may be inspired by the crowd — most in their 20s and 30s — who appear

to have emerged from the pages of a top fashion magazine. Or maybe she's struck by the dancers, showered in sparkles and howling like the crowd like eye candy. "Anything goes," says Checkley. A swanky silver accessory she designed dangles from her forehead. "You can get as crazy as you want to."

Frazzled beats echo as she walks amid the crowd of those ready to see and be seen. You'd expect a cold shoulder at this club with its exclusive atmosphere, but it's as welcoming as it is elegant. That's how entertainment director Jaclyn Saros intended it to be.

"For her, Pure isn't just another club, it's an integral element in the redemption of a city that could be so much more. By renovating and transforming an old building on Woodward Avenue, Pure Bar Room grasps onto the untapped energy in Detroit nightlife. It's pioneering a new era," says Saros with pride. "We're really being a part of something that's going to benefit us all."

To break new ground, Pure offers what's lacking in the city's

'As of now, it's the best club in the metro area.' Omar Hindo Farmington Hills resident

nightlife. On any given weekend club-goers can see dancers flaunting the latest in haute couture, a man towering above them on stilts, even delicate ice sculptures. Despite this extravagance, Pure is quite understated.

Mind the velvet ropes

While open to the public, guests lucky enough to enter the bar know the meaning of "discriminating tastes." "We wanted to set a precedent, a mood or a feeling," explains Saros. To achieve it, the club requires guests to dress appropriately. Some may think it pretentious when a Detroit Red Wing player is denied admission because of his outfit. At Pure, that's the difference between setting a standard and being like every other bar in the state.

Make no mistake — Pure Bar Room embraces its clientele. And so far, club-goers are embracing

clothing designer Diana Jellinek, director of talent Khalil Ramadan and Saros are only four reasons for Pure's early success and the mystique surrounding it. "Nightlife is all about creating a little bit of fantasy," Saros says.

Aarti Bapna, a West Bloomfield resident, indulged in that fantasy world during her first experience at Pure: "I think it's exactly what Detroit needs to liven up the town. It's a great mix of techno and upstairs, the VIP bar is awesome. The decor is very classy."

Bapna expresses what many of the young professionals in the Metro area have thought — we've had enough of chic restaurants, macho sports bars and "quaint" little dives. Pure Bar Room isn't just a new nightclub, it's a destination.

Beautiful people, your time has finally come.

Pure Bar Room is at 1500 Woodward Avenue, Detroit. Call (313) 471-PURE for details.

PURE BAR ROOM

Purely Pricey

Bring cash — and lots of it. Chic does not come cheap. Here's a weekend rundown: \$8 to valet park; \$10 cover charge for women before 11 p.m.; \$20 cover charge men and women arriving after 11 p.m.; \$2 to check a coat; \$25 minimum to run a bar tab on credit, every Friday and Saturday. Complimentary admission is offered on Thursdays for a limited time.

Purely Pretty

Ladies, be creative. Black-leas shirts and tiny dresses are popular, as is costuming yourself in sheer sparkle and shine. Experiment and find your own style.

Gentlemen, drop the word casual from your vocabulary. Baseball caps and jeans could get you laughed all the way out of line. Try some designer digs. When in doubt, wear a sleek black ensemble.

SOUNDING OFF

Calling all local artists. Send your latest CDs to us for review. Submissions should be less than four months past release and sent to Stephanie Casola, 36251 Schoolcraft Road, Livonia, Mich. 48150. Call (734) 953-2130 for information.

Livin in the Sun

Lemon James
Foxy Records

On her latest release, Lemon James sets the record straight — she's not only a foxy lady, she's got a voice that just draws you in. On "Livin in the Sun," the follow-up to her 1995 debut "I Am a Voodoo Child," the Garden City resident croons seven original tunes and one Jimi Hendrix cover with smooth, sultry vocals. Accompanied by moody, emotionally charged guitar techniques, the album appeals to the senses like taking a walk through a forest in a rainstorm. Perhaps the instrument performs as an extension of the artist because she plays hand-crafted Foxy guitars, of her own design.

Opening with "Come On Over Here (Groove On)," James tempts listeners into her romantic realm. Her breathy voice declares that passion in "This Is What I Am" when she sings: "My soul's in the music/ I am the whisper of the clouds/ Come listen to my sounds/ My love is all around/ My heart's in my hand/ Come listen to the Lemon James band/ Dig it if you can/ This is

what I am."

Every note on the "Livin in the Sun" reflects that definite sense of self and burst of creativity. James isn't afraid to bare her soul in her music. To complete her vision, James includes the talents of fellow musicians Bobby, Bunny, Mea, Skeeto and White Boy.

Where to find it: Metro area record stores or online at www.lemonjames.com

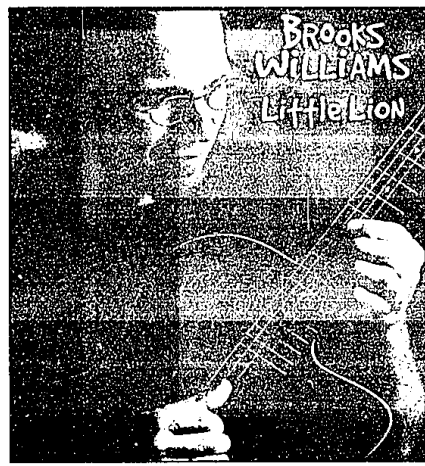
Best to listen to when: in need of a soothing voice and inspiring style.

Little Lion

Brooks Williams
Signature Sounds

The true beauty of music lies somewhere within the notes, the chord progressions and the minds of its inventors. That beauty can be discovered in new and different ways by all who give the time to listen. On "Little Lion," Brooks Williams speaks not with lyrics, but through the sounds of his guitar. This completely instrumental album encourages the imagination to wander alongside the musicians.

Each song can take on a meaning specific to its listener. And that meaning can change. "Only for a Moment" shares a delicate sentiment, expressing through the six strings of an acoustic the fleeting nature of those points in



See Williams Live: 8 p.m. Saturday, Feb. 12, Trinity House Theatre, Livonia. Tickets are \$10, with discount for members. Call (734) 464-6302.

life that are most treasured, and held dear.

On "Belfast Blues," Williams turns a simple blues song into music that lightens the heart. Written in 1995, he admits in the liner notes that this song was inspired by English folk-baroque music. You can almost hear how it lends itself to storytelling. John Daniel accompanies him on second guitar. But "Magpie" that captures the essence of how something can be created so quickly and shine with instant musical gratification.

Where to find it: www.signaturesounds.com or (800) 694-5354

Best to listen to when: your mind tends to wander.

ListenUp

Are you hip to the local scene, into supporting Metro area music? Send us a photo of yourself and a list of your top five CDs from local bands, complete with band names. Then, include your list of the top five local bands to see live in the Metro area. The Observer & Eccentric will publish entries in our Entertainment section on Thursday, as space provides.

SEND entries with your full name and city of residence to:
O&E Entertainment
36251 Schoolcraft
Livonia, MI 48150

Or FAX to:
(734) 591-7279

Or E-MAIL to:
scasola@oe.home.com.net

MEADOW BROOK THEATRE

searing family drama
FEB 9 THROUGH MAR 5

Everyday decisions can have life and death consequences. Set against the backdrop of World War II, money versus morals tears apart the Keller and Deever families. Fortunes are made, lives are lost, and more than just secrets are locked away. This gripping tale of a father's sins visited upon his sons is one of the most intense dramas you'll see on this — or any — stage.

Written in 1947 — before Death of a Salesman — this is the work that established Arthur Miller as one of America's greatest playwrights.

ALL MY SONS
BY ARTHUR MILLER

MRI BOX OFFICE: (248) 377-3300
GROUP SALES: (248) 370-3316
www.mbrooktheatre.com

Made possible by:
LEAR CORPORATION

THE SNOW GLOBE

A WINTER WONDERLAND OF LAUGHS! Chevy Chase at his best! THE SNOW GLOBE

STARTS FRIDAY, FEBRUARY 11TH

AMC TELEFON TO	AMC EASTLAND	AMC FORUM 30
AMC LAUREL PARK	AMC LIVONIA 20	AMC SOUTHWILD CITY
AMC WOODLAND	MIR SOUTHWINGATE 20	SHOWCASE 2000
SHOWCASE HARBORSH	SHOWCASE HIGHLAND	SHOWCASE 2000
SHOWCASE WESTLAND	STAR EASTLAND 15 MI	STAR EASTLAND 15 MI
STAR JOHN R AT 14 MI	STAR LINCOLN PARK 4	STAR LINCOLN PARK 4
STAR SOUTHWILD	STAR TAYLOR	STAR TAYLOR
AMC 12 OAKS	AMC WEST RIVER	AMC WEST RIVER

THE TIGGER MOVIE

Walt Disney PICTURES PRESENTS

STARTS FRIDAY, FEBRUARY 11

AMC BILTMOR 20	AMC EASTLAND	AMC FORUM 30
AMC LAUREL PARK	AMC LIVONIA 20	AMC SOUTHWILD CITY
AMC WOODLAND	CASINO CASINO	MIR SOUTHWINGATE 20
NOV HILLS CENTER	SHOWCASE 2000	SHOWCASE 2000
SHOWCASE HARBORSH	SHOWCASE HIGHLAND	SHOWCASE 2000
STAR JOHN R AT 14 MI	STAR LINCOLN PARK 4	STAR LINCOLN PARK 4
STAR SOUTHWILD	STAR TAYLOR	STAR TAYLOR
AMC WEST RIVER	AMC WEST RIVER	AMC WEST RIVER