

# THE BUTTER GROUP.®

---

---

**BUTTER**

**1→OAK**  
ONE OF A KIND  
NEW YORK • LAS VEGAS • LOS ANGELES

® *Up ⚡ Down*



The Butter Group is a collection of business leaders, restaurateurs, and nightlife impresarios lead by the groups owner, Richie Akiva and long-time business associate Ronnie Madra. Founded in 2002 by Richie Akiva and Scott Sartiano, The Butter Group holds a multi-million dollar portfolio of premier dining destinations including Butter Restaurant, which is lead by Executive and Iron Chef Alex Guarnaschelli, and its newest addition Asia de Cuba. In addition to its award-winning restaurant offerings, The Butter Group owns and operates New York's A-list hotspot, IOAK, and its outposts in Las Vegas, located in The Mirage; Mexico City, Los Angeles, Southampton and soon to be Tokyo, as well as their most culturally relevant property in New York, Up&Down. Akiva continues to push the envelope to create new experiences for his guests, customers and A-listers, many of whom he calls friends, while offering a "One of A Kind" experience. Akiva is now expanding into the hotel business breaking ground on his first location in the NoMad district, which will be yet another addition to the ever growing Butter Group empire.

## PARTIAL CLIENT LIST

ADVENT CAPITAL — ALEXANDER WANG — APM MODELS —  
ASHWILL ASSOCIATES — BAIN CAPITAL — BIG SEAN 'DARK SKY  
PARADISE' ALBUM RELEASE PARTY — BMF MEDIA — BULLETT  
MAGAZINE — BURNTTHIS — COLUMBIA RECORDS — CONDE NAST —  
DELOITTE — DOUGLAS ELLIMAN — DUJOUR MAGAZINE — EMPIRE  
ASSET MANAGEMENT — ENTERTAINMENT WEEKLY — FADER  
MAGAZINE — FLOW TRADERS — FOX — GALORE MAGAZINE —  
GOLDMAN SACHS — GROUPON — HBO — IMPULSE GROUP - NEW  
YORK CITY — INSIGHT VENTURE PARTNERS — J LO'S ALBUM  
RELEASE PARTY — JEREMY SCOTT — J. P. MORGAN — LACOSTE —  
LES COULEURS — LORRAINE SCHWARTZ — MAGNIFY  
COMMUNICATIONS — MAXIMA APPAREL — MCKINSEY — MILK  
MADE — MLLNNL, LLC — MVD INC — NAOMI CAMPBELL'S FASHION  
FOR RELIEF — NOISEY — NOMURA — NY POST — NYU — OMERGE  
ALLIANCES — PAPER MAGAZINE — POWA — PRABAL GURUNG —  
PRICEWATERHOUSE COOPER — PUBLIC SCHOOL —  
QUINTESSENTIAL LY LIFESTYLE — RAG&BONE — RAPP | THE  
CUSTOMER EXPERIENCE AGENCY — RICHARD CHAI — RIHANNA  
MET BALL AFTER PARTY — ROC NATION — RUDER FINN — SAVE  
THE DATE — SOHO EVENTS NYC — STARZ POWER PRODUCTIONS,  
LLC — THE BLUE PRINT GROUP — THE FOUNDATION FOR  
TOMORROW — THE LOVELY GIANT PRODUCTIONS — THE ONELIFE  
FUND — THE WHISTLE SPORTS — TIGER LEATHER — TL  
COMMUNICATIONS — TOWN RESIDENTIAL LLC — TRUE  
MARKETING PARTNERS — TRUSTPILOT — URBANDADDY — VAN  
WAGNER — VEVO — W MAGAZINE — WILD MAGAZINE — WILLIAMS  
COLLEGE — WILSON RMS + GEARDIGITAL

© Up ⚡ Down



# FACT SHEET

NAME: Up&Down  
ADDRESS: 244 West 14th Street (Between 7th Avenue & 8th Avenue)  
PHONE: 845-244-1488 EMAIL: [EVENTS@DFEVENTSNYC.COM](mailto:EVENTS@DFEVENTSNYC.COM)

WEB SITE: [www.uadnyc.com](http://www.uadnyc.com)

SOCIAL MEDIA: [facebook.com/upanddownnyc](https://facebook.com/upanddownnyc)  
[twitter.com/uadnyc](https://twitter.com/uadnyc)  
[instagram.com/uadnyc](https://instagram.com/uadnyc)

DATE ESTABLISHED: February 2014

SQUARE FOOTAGE: 9,000 total (4,500 sq. ft. per floor)

CAPACITY: Upstairs: 272 people with 17 Banquettes  
Downstairs: 272 people

OVERALL SPACE: Set in the space that formerly housed Nell's and The Darby, the Butter Group has transformed the venue into Up&Down, a cultural nightlife environment that features many different experiences under one roof.

## UP(stairs)

A traditional nightclub atmosphere, the ground floor boasts classically influenced design concepts with crown moldings on the ceiling and walls, deep-blue banquettes and an elevated DJ booth which features a state of the art sound system that invites guests to dance the night away.

- Drop down screen & projector
- State of the Art Sound System for Live Performances & DJ Entertainment
- Pinspot lighting available · Custom Nightclub Light System
- Built-in stage area · Private Bathrooms

## DOWN(stairs)

Guests' experience on the lower level is curated to allow a more intimate and adventurous experience. Enjoy the long bar with a marble top and our famous custom neon sign hanging above. Renovated in 2016, with a modern, sleek, minimalistic, and futuristic feel. Offering an array of different colored custom lights for your enjoyment.

- Private karaoke room fitting up to 15 people with 8 television screens that can be branded with original content to fit your event.
- Designated area to fit a photo booth with the option to customize the event photos specifically for your brand.
- Couches and coffee tables throughout the space that create a more relaxed environment.
- Staircase connecting the two floors that houses a custom built geometric lighting installation with constantly changing colors.
- Luxurious Bathrooms for both men and women.
- State of the Art, Custom Sound System for Live Performances & DJ Entertainment

CATERING: Food by Executive, Iron Chef Alex Guarnaschelli of Butter Midtown

OUTSIDE CATERING: Allowed

INTERIOR DECORATOR: Roy Nachum

LIGHTING INSTALLATIONS: Bradley Rothenberg

SPECIAL EVENTS: Luizinho "Lou" Louis | 845.244.1488 | [events@dfevents.nyc.com](mailto:events@dfevents.nyc.com)



# 1 OAK

ONE OF A KIND

---

NEW YORK • LAS VEGAS • LOS ANGELES



## FACT SHEET

NAME: 1OAK New York (One of A Kind)

ADDRESS: 453 West 17th Street

PHONE: 845.244.1488 EMAIL: [EVENTS@DFEVENTSNYC.COM](mailto:EVENTS@DFEVENTSNYC.COM)

SOCIAL MEDIA: [facebook.com/1oaknyc](https://facebook.com/1oaknyc)  
[twitter.com/1oaknyc](https://twitter.com/1oaknyc)  
[instagram.com/1oaknyc](https://instagram.com/1oaknyc)

WEB SITE: [www.1oaknyc.com](http://www.1oaknyc.com)

SQUARE FOOTAGE: 6,000 total

OVERALL SPACE: 1OAK New York is the ultimate after-dark hotspot located at the center of New York City nightlife culture between Chelsea and the Meatpacking District. Boasting a rotation of world-renowned DJs and surprise performances, a captivating interior and a stellar standard of service, 1OAK provides a nightlife sensibility that caters to even the worldliest of partygoers.

Established by nightlife impresarios, Richie Akiva, Scott Sartiano and Ronnie Madra, 1OAK New York was the first outpost for the brand which boasts locations in Las Vegas, Mexico City and Los Angeles.

The New York flagship location plays host to some of Hollywood's hottest stars, personalities and athletes, such as: Beyonce, Jay-Z, Kanye West, Leonardo DiCaprio, Cameron Diaz, Madonna, Katy Perry and Adam Levine, among others.

CATERING: Food by Executive, Iron Chef Alex Guarnaschelli of Butter Midtown

OUTSIDE CATERING: Allowed

INTERIOR DECORATOR: Designed by contemporary artist Roy Nachum includes the signature Da Vinci Code walls, Brazilian wood counters and Gatsby-esque atmosphere split amongst the main floor and mezzanine level.

SPECIAL EVENTS: Luizinho "Lou" Louis | 845.244.1488 | [events@dfeventsnyc.com](mailto:events@dfeventsnyc.com)



# BUTTER



## FACT SHEET

NAME:	Butter Restaurant	
ADDRESS:	70 West 45th Street (Between 5th Avenue & 6th Avenue)	
PHONE:	845.244.1488	EMAIL: <a href="mailto:events@buttergroup.com">events@buttergroup.com</a>
WEB SITE:	<a href="http://www.butterrestaurant.com">www.butterrestaurant.com</a>	
SOCIAL MEDIA:	<a href="https://facebook.com/bytternyc">facebook.com/bytternyc</a> <a href="https://twitter.com/butternyc">twitter.com/butternyc</a> <a href="https://instagram.com/butternyc">instagram.com/butternyc</a>	
SQUARE FOOTAGE:	10,000 sq. ft.	
CAPACITY:	Accommodates up to 175 seated, 400 standing, 60 outside/garden	
OVERALL SPACE:	<p>Chef Alex Guarnaschelli and restaurateurs Scott Sartiano and Richie Akiva team up again for their second venture, Butter Midtown. Located at 70 West 45th St., Butter Midtown showcases Guarnaschelli's seasonal, ingredient-driven cuisine in a stylish setting. In addition to composed small and large plates, the 175-seat restaurant (with 60 additional outdoor seats and a 20-seat private dining room), features a raw bar and house made charcuterie offerings.</p> <p>The American restaurant is helmed by Food Network star and Executive Chef Alex Guarnaschelli, who uses greenmarket offerings to create a signature menu. Butter began as Guarnaschelli's first restaurant as Executive Chef, and she has gone on to create a following for herself worldwide.</p>	
EXECUTIVE CHEF:	Food by Executive, Iron Chef Alex Guarnaschelli of Butter Midtown	
PASTRY CHEF:	Kevin O'Brien	
INTERIOR DECORATOR:	Designed by The Butter Group with Marc Dizon	
SPECIAL EVENTS:	Luizinho "Lou" Louis   845.244.1488   <a href="mailto:events@dfeventsnyc.com">events@dfeventsnyc.com</a>	



The Butter Group is a fullservice Special Events department capable of creating and producing memorable experiences.

Available services:

**Entertainment Booking**

**Event Production**

**Custom Branding**

**Photo Booth Rental**

**Concept Design**

**Décor**

**Event Marketing**

**A/V**

Please inquire for further details.

THE BUTTER GROUP.®

[EVENTS@DFEVENTSNYC.COM](mailto:EVENTS@DFEVENTSNYC.COM)