

UK PRESS - THE HOTTEST TICKET IN TOWN - 3.1979

As London's most fashionable discotheque, The Embassy Club in Mayfair's Old Bond Street, prepares itself for its first teenage-only disco night, TIMOTHY SWALLOW takes a closer look at what makes the Embassy the hottest ticket in town.

"The Embassy is the place to see and be seen in", announces the club's grandly-titled "operations director", Stephen Hayter. One quick glance around the bars and dance-floor prove that he's right. After all, where else do you see Rod Stewart canoodling with his latest girl-friend in one corner, Bianca Jagger doing the Hustle in another and on the dance-floor itself Elton John swirling around the room with Olivia Newton John on his arm? Yes, this is certainly the place.

"We've got fashion people, American disco people and jet-setters here.", Stephen Hayter continues, fast-talking over the pounding beat of the Embassy's incredible £20,000 quadrophonic sound system.

"It's the most sophisticated system in Europe," says Stephen, loudly and proudly.

It's all very different from the Embassy of forty years ago. Then, instead of Bianca and Elton boogie-ing you would have seen Prince Edward and Mrs Simpson doing a stately waltz around the floor. And instead of 'Le Freak' blasting out in quad, you'd have heard a small orchestra in black tie and dinner jackets playing a polite little tune on their violins.

But things have changed in this Ultradisco — Stephen's favourite word to describe the club — and the sedate style of the 1930s has been swept away to make room for the fastest,

brightest, wildest place in town. The chandeliers of a bygone age have been removed and in their place is a sensational new light show. It's one of the most spectacular in the world and is operated by a complicated computer process which can be programmed to produce more than twenty-three different lighting effects. The lights can chase, hop, skip, jump and flip-flop all in time to the music. And then there are the lasers whose multi-coloured streams of light paint the bodies of the dancers and scribble over their faces bizarre patterns of light to create a surreal and sometimes almost frightening effect. The D.J. booth towers over the dance-floor. From there, the disc-jockey can survey the scene beneath him. He can assess and capture perfectly the mood of the crowd in his relentless selection of the latest American and Continental imported sounds. As perceived from the dance-floor, the D.J. perched above the throng, is like a decadent Roman emperor in the Colosseum peering from his Imperial throne, searching for the Ultimate Sensation.

But the men behind the Embassy are not a set of disco



Neros, rather they are three shrewd businessmen in their early thirties whose combined skills have made the club what it is. First there is Stephen Hayter, mentioned earlier. The only man in London to make Rod Stewart pay to get into his club, Stephen provides all the expertise required to run the discotheque. He served his apprenticeship in New York (although Stephen himself is a New Zealander) at the now legendary Le Jardin club which is considered by many to be the father of all the Ultradiscos. It is Stephen who supervises the running of the club, organising everything from the club's crazy electronic effects to the work-schedule of its scantily clad boy-waiters. Jeremy Norman, whose money finances the club, provides the club's aristocratic connections. He owns Burke's Peerage, in which Britain's finest families are listed. Most famous of the three, however, is Michael Fish, the stylish men's fashion designer who was the creator of the eccentric

kipper-tie fashion which took the middle sixties by storm. It is Michael who fronts the club. He is there to meet and mingle with the guests, to introduce the famous to the not-so-famous and vice-versa.

It is, therefore, completely in keeping with the Embassy's disco-pioneering image that it should be this club which is the first to launch an exclusively teenage disco-night. It will have its own carefully-selected membership who can, as Stephen Hayter says, "boogie their backsides off" from six until eleven p.m. every Thursday night. Of course, no alcoholic drinks can be served because of the licensing laws but all cocktail drinks will be available except they'll be minus the alcohol!

If you would like to see and be seen in London's most exciting and exclusive club — and if you do you'd better hurry because membership will soon be closed — there is a special membership application form printed below.

EMBASSY — 'FOURTEEN PLUS MINUS EIGHTEEN'

April 19th the Embassy Club will be holding a 'Fourteen Plus Minus Eighteen' disco one day a week between 6—11pm. at the club. Only those eighteen and under and over fourteen will be able to attend as members or guests. No alcohol will be served, however, all normal drinks — minus alcohol will be. There will be a door charge of £2.00 for both members and guests.

Parents accompanied by their teenagers will be admitted as guests.

The committee will be holding a totally free preview party on Wednesday 18th April. Members will be invited to this party and the opening night of 'fourteen plus minus eighteen' on Thursday 19th April.

I wish to apply for membership for 'Fourteen Plus Minus Eighteen' if elected I agree to be bound by the rules of the club.

Name: _____

Address: _____

Tel No: _____

date of Birth: _____

Age: _____

School/ Occupation /Student at: _____

I enclose a cheque/Postal order for £5.00
made payable to the Embassy Club, being 1 year's subscription

7, Old Bond St., London W.1.

**"14 PLUS MINUS 18"
"TEENAGE DISCO"**

Starting on April 19th the Embassy Club will be holding 14 PLUS MINUS 18 Discos one night a week, 6.00 pm - 11.00 pm Thursdays at the Club. Only those 18 and under will be eligible to attend as members or guests. (To comply with licensing laws no alcohol will be served.) There will be a door charge of £2 for both members and guests. Parents, accompanied by their teenagers, will be admitted as guests! The committee will be holding a totally free preview party on Wednesday the 18th of April. Members will be invited to this special preview party and, of course, the opening on the 19th of April.

I wish to apply for membership of "14 PLUS MINUS 18" if elected I agree to be bound by the rules of the Club

1) NAME _____

2) ADDRESS _____

3) TELEPHONE No. _____ AGE _____

4) DATE OF BIRTH _____

5) SCHOOL, OCCUPATION, STUDENT AT _____

I enclose cheque/postal order for £5.00 made payable to the Embassy Club. Being one year's subscription to 14 PLUS MINUS 18

The Embassy

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