



DID YOU PARTY LIKE IT WAS 1999?

Club and rave promoters promised us the time of our lives on New Year's Eve 1999. What happened? Story Patricia DeLuca

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OR MOST EVERY NEW Year's Eve party promoter, the Y2K disaster arrived early. As early as November, poor advance sales for several New Year's Eve parties was felt all over North America.

Considering the inflated ticket prices accentuated by outrageous DJ fees, it's understandable why most well-publicized New Year's Eve parties began cancelling shortly after Thanksgiving.

Nobody, it seems, was impervious to Y2Kitis. Not enough people would fork over \$2,000 to hear Tantric-rocker Sting belt out another verse of "All This Time." Those black-tie parties which boasted diverse, bold-faced talent performing as champagne flowed into the wee hours of the morning were aimed at those who could be considered amateurs in the party circuit. While the novices may not know Chemical Brothers from Doobie Brothers, they weren't born yesterday. The resistance to the "biggest

party of the Millennium™" hit those promoters where it counts: their wallet.

Not to say dance music club and party promoters abstained from cashing in on New Year's Eve. Many clubs were offering "package deals" in the thousands. As reported in the December '99/January '00 issue of *MIXER* ("Got Y2K Plans?") a VIP package for Miami 2000 (caviar, two bottles of champagne, access to celebrity areas, buffets, and

computer glitches), and even the most hardcore 'head longed for a quiet evening at home.

There were a few success stories on New Year's Eve. Liquefied Pleasure in Atlanta, for example, with DJ Rap, AK1200 and Deepsky was one of the few success stories of New Year's Eve with a close-to-sold-out party. Phuture Hawaii 2000 held at Kakaako Waterfront Park in Honolulu expected a modest

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other parties) went for \$5000. High-profile Miami 2000 promoter Suzanne Barsch backed out of said party for a much smaller scaled version party at the Delano. Add to it the hysteria of Y2K (bomb threats and precautions,

5,000 people to watch Carl Cox spin, but 15,000 showed up. What was their secret? Hawaii 2000 was free, while Liquefied Pleasure's top ticket price was for \$50. Great line-ups didn't hurt the party, either.