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Drai's Beach Club & Night Club Las Vegas Announces Eric Prydz and More as First Residents: Exclusive

By Matt Medved | April 10, 2014 12:00 PM EDT



Rising stars take the reins as nightlife mogul Victor Drai unveils his lofty new Las Vegas

Beach Club's inaugural residency lineup. Swedish progressive patriarch Eric Prydz leads a diverse cast of younger headliners that will include Adventure Club, Showtek, and DVBBBS.

The lineup also features young guns Arty, MAKJ, and 3LAU alongside seasoned veterans Sidney Samson and 12th Planet, as well as Spinnin' Records stalwarts Quintino, Ummet Ozcan, Borgeous, and VINAI. HELENA, DJ Irie, Sick Individuals, and Project 46 round out the roster for the rooftop club, which is scheduled to open Memorial Day Weekend at The Cromwell.

Lil Jon Feels 'Great Validation' Thanks To 'Turn Down For What' Success

"Victor's philosophy was that he wanted the club to be the superstar, and he never really wanted one DJ to be bigger than the overall experience," Alex Soifer, Drai's talent buyer, told Billboard exclusively. "We really wanted to surround ourselves with people who are at pivotal points in their careers. We wanted to target acts who are relevant today and will be even bigger in the future."

Deadmau5 Performs a 2-Hour Set, Live from His Studio: Watch

This blend of accomplished artists and energetic upstarts will be showcased within an immersive 24-hour musical environment at Las Vegas' only rooftop pool and deck with outdoor and indoor clubs, as well as an after-hours basement venue that will cater to more underground sounds. Soifer said Drai envisions providing a unified experience encompassing three distinct parties going from sun-up to dusk back to dawn.

"I've been dreaming about a rooftop experience for 15 years," Drai said in a statement. "Now with The Cromwell, I'm making that dream a reality. It's sophisticated, it's sexy, and it's everything people love about coming to Las Vegas."

Drai's Beach Club is set 11 stories above the Las Vegas Strip and boasts production design from Stephen Lieberman's SJ Lighting, the visual and lighting architect behind Electric Daisy Carnival, Ultra Music Festival, and countless marquee clubs. Offering panoramic views and a bevy of VIP bungalows and cabanas, the new venue aims to provide a memorable setting and an accessible, yet credible, soundtrack for visitors to Sin City.

"Gaming is no longer why people solely come to Las Vegas anymore; they're coming because they can only have this Vegas nightlife experience in one place," Jeff Wagner, Drai's PR/Marketing Consultant, told Billboard exclusively. "This rooftop will give people an incredible new take on Vegas that they've never seen before, and the music and the club itself will just enhance that."
