

THE LIST 09

The Faces Behind The Places That Light Up Miami Nights

They're the ones who make it the place to be. They're the ones who hold the keys to the V.I.P. Once again, 944 has cut through the hype to find the individuals who are driving the nightlife scene to new heights and shaking up the status quo. Meet the people who go bump in the night.

BY **Hadley Henriette**

PHOTOGRAPHY BY **Stian Roenning**

MAKEUP BY SHIRI FAUER

THE PERFORMER:
BUSTER COX

Nightlife Personality

Justin Altshuler, aka Buster, got his nickname while he was racing jet skis on the national circuit. Bust'n Justin they called him. That was up in Bean Town, from which he hails and where he got his start on the radio and as a nightlife columnist with the *Improper Bostonian*. Lured like so many of us to South Beach, Buster found greatness co-creating A3 Nightlife TV. Now he's an on-air personality on Y-100, and regular contributing producer on Deco Drive — in addition to emceeding local events and charity balls. But did you know he can dance?



THE PIONEER:
BARBARA BASTI

Poplife

Subculture may not be exactly what Miami's famous for, but Basti's Poplife has been working to change all that. The native Miamian has taken her city's nightlife in another direction, more on par with New York, LA, London and other cities who rock. Poplife has been going strong for ten years, and has promoted, marketed and produced events at hotspots all over town. You'll find their hip followers at Dirty Hairy at LIV on Wednesdays, RokBar on Thursdays and poolside at Blade on Sundays. And Basti? Maybe having a drink at PS14 or a slice at Ecco Pizzateca, both of which the busy lady co-owns.



THE MISSIONARY:
JIMMY VARGAS

LIV (Miami Marketing Group)

Not only can Jimmy get anyone in the door, but as LIV's Marketing Director, he can get clients onstage and in the game. Vargas' long and varied carrier has taken him from Gainesville as an on-air journalist to creating Gorillas, a lifestyle marketing company with more than a few big-name clients. By hiring Vargas, LIV has not only a marketing professional with television and other media experience, but a brand with just the right balance of hipster cred and connections. Now, after thirteen years in the biz, he can sit back and enjoy the view from The Fontainebleau.



THE FRESH FACE: AMANDA NOSAL

Nightlife Programmer

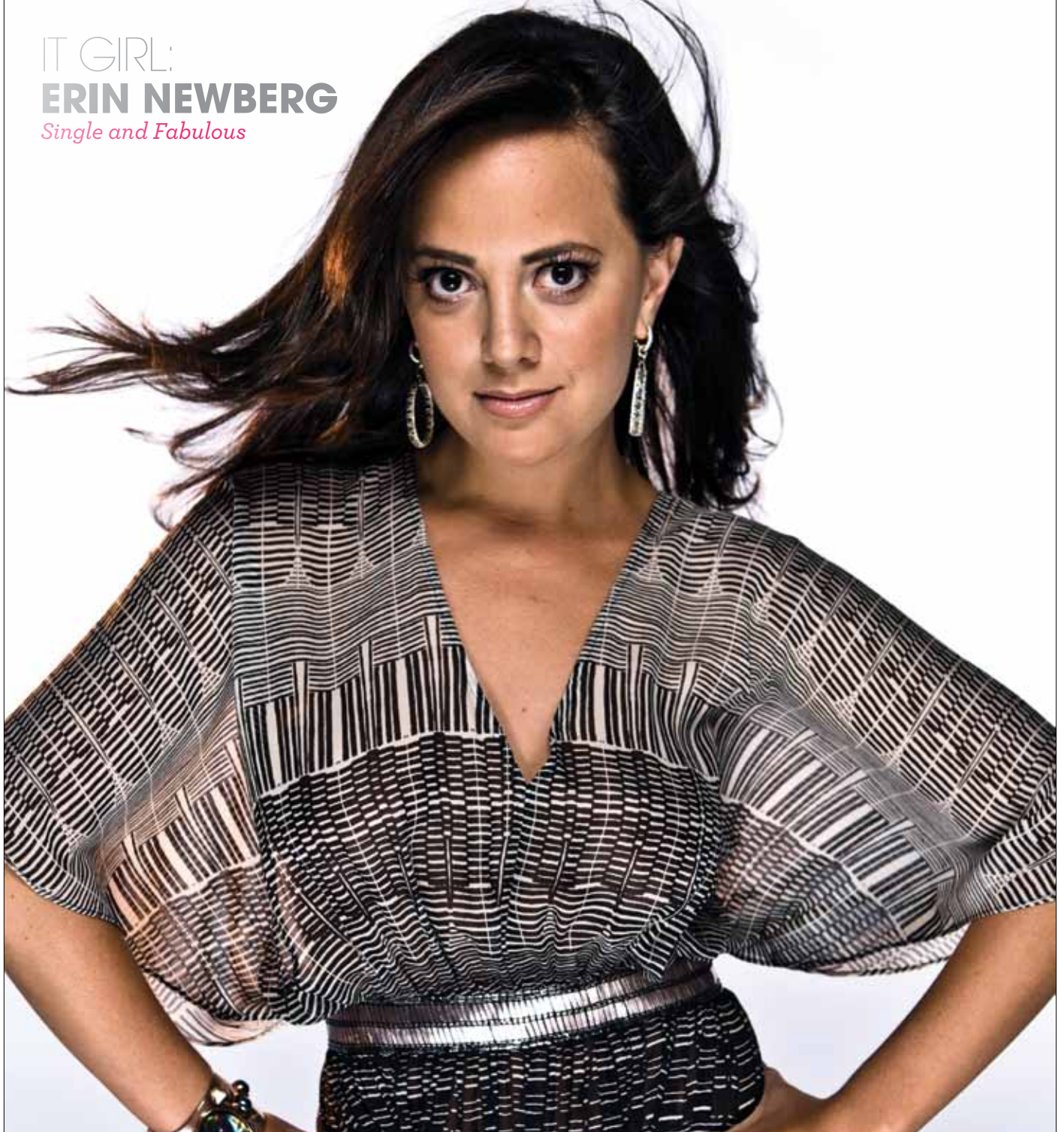
Nosal was recently lured to Miami by Kor Hotel Group to bring her expertise to the Viceroy. They figured her experience opening international nightclub Angels and Kings in Barcelona and directorships at Gen Art in both Los Angeles and Chicago might make her a good match for them. Of course, it might also be her start as a fashion show and shoot producer in New York that really got them. After all, only the statuesque 6'1" beauty can say they gave fashionistas Diane von Furstenberg and Andre Leon Talley their first bowl of edemame.



It takes a certain *je ne sais quoi* to be a real live “It Girl” and there is none more real than Miami socialite Erin Newberg. At a mere twenty-six years old, the social butterfly is out almost every night at fabulous charity events and parties. Her secret? No hangover. Miss Newberg doesn't drink, allowing her to play hostess with the mostess sitting on a number of prestigious committees or interviewing

a guest, mic in hand for Plum TV. Newberg's look is so polished and pitch-perfect you might imagine she spent all day getting ready, but you'd be wrong. The busy bee is a partner in the regular networking event *Single and Fabulous*, Miami, has a steady stream of PR and Marketing clients, plus reality show cred. Up next, Newberg travels to Aspen to work with VH1. Surprised? We're not.

IT GIRL:
ERIN NEWBERG
Single and Fabulous



THE CREATIVE: **MARK LEHMKUHL**

Opium Group

This former model isn't just a front man, but also the creative juice behind some of Sobe (and now Hollywood's) most striking nightlife ventures. Having begun his own professional night life at the famous Bar None, Lehmkuhl went on to direct at Liquid, and conceive at Opium Restaurant and Garden until coming up with his own babies, Snatch and Suite. Now he's back with the group, working on Louis and now Opium at the Hard Rock Casino and Resort. Who would guess that after twenty years in the biz and going out, he still finds it "nearly impossible" to turn down a "good time."

