

The SunPost

The Story Matters

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Calendar
A Little
Eggs, Pa
and A S

The 411



Darren Thompson, Seven Seas Spa Hospitality Suite at Raleigh

Housewife" Kelly Bensimon declined the buzzing toy, citing that she "fornicates to procreate!" Bensimon ended up taking one after all and Tommy Lee took four. Legendary producer Tommie Sunshine was even convinced to get his signature lengthy locks trimmed.

Eliza Dushku; former NBA player Rick Fox; Australian triathlete and five-time Ironman champion, Chris "Macca" McCormack; NBC's *Biggest Loser* winner, Ali Vincent; *The Bold and the Beautiful*'s Heather Tom; three-time Winter X Games freestyle skiing

COLUMN

March Madness

By Mary Jo Almeida-Shore

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Photos by Mary Jo Almeida-Shore

Winter Music Conference coinciding with spring break and Sony Ericsson redefines the concept of March Madness every year — not to downplay the college hoops, we're just saying... College kids dressed head to toe in neon (when did that resurrect from the '80s?), Ed Hardy and multicolored kicks (remember Punky Brewster?) fist-pumping day and night to global beats, in all their sweaty glory jammed the streets, pools, hotels and clubs of South Beach for the better part of last week. A few happenings stood out, some even WMC-related to those with an aversion to the March Madness described above, or basically anyone over the age of 20.

It's no secret that we're suckers for any party in a penthouse — even if it's at the Holiday Inn. So it came as no surprise that one of the best parties during the WMC, with the chicest crowd, took place at the Penthouse Extreme WOW Suite at W South Beach Thursday night for the launch of W Hotels' new *Symmetry* CD, created by W's recently appointed Global Music Director (and DJ extraordinaire), Michaelangelo L'Acqua, who spun at the party. Guests mingled on the private penthouse rooftop taking in breathtaking panoramic views of Miami Beach while sipping on Veuve Clicquot. Later in the evening New York City-based electro-popsters The Golden Filter performed an entire concert. Noteworthy attendees included Gigi Ganatra, Eva Ziegler (Global Brand Leader, W Hotels Worldwide), Jillian Jacobson-Altit, Michelle Leshem, James Wall, Dana Shear, Chris Oh, Jamie Jo Harris, Jeff Morr, Laure Heriard-Dubreuil, Suzanne Birbragher, James Wall, Aaron Resnick, Michael Comras, Daniela Swaebel, Anne Owen and Alan Roth, and DJ Mia Moretti.

On the same night, Josette Wys, Andy Katz and friends were entertained with a private set in Stephane Pompougnac's Setai suite prior to his performance to a standing-room-only crowd on Friday night at the Setai's reflection pool. Pompougnac played se-

lections from his latest *Hotel Costes* many of his classics, while Wys, along with Michael Kirkland and Marco Marquetti, performed all night.

Two noteworthy birthday celebrations took place on Thursday night as well. DJ Erick Morillo threw a private residence, where Kelly Bensimon, Sander Kleinenberg, Louie Loubser, Felix da Housecat and several other partygoers celebrated. Every Thursday for several birthday celebrations in town Natalie Murillejo's, whose dozen beautiful girls included Marnie Murillejo.

On Saturday night, Cafeina was the venue for a generous Muse performance. Hipsters of all ages, from New York to Paris and the Wynwood boite for a night of debauchery. Muse's performance was so "hot" that it set off the fire alarm. Cafeina's owner, Ivana, had to mind, posing for shots with Dana Shear and other guests instead.

WMC: THE DAY SHIFT

The Alize' Oasis at the Raleigh Hotel provided the perfect respite during WMC for VIPs and DJs from Wednesday through Friday. Each day, about 150 lucky guests relaxed, dined, got massages and nail treatments from the Seven Seas Spa and were gifted a variety of goodies such as Penguin clothing and fashion accessories. Some guests were also treated to a vibrating Vida massager, otherwise known as a "luxury pleasure object." We hear that "Real Housewife" Kelly Bensimon declined the buzzing toy, citing that she "fornicates to procreate!"

Bustelo in the Gan- & Washington.

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COMING UP:

NAUTICA SOUTH BEACH TRIATHLON

The third annual Nautica South Beach Triathlon takes place on Sunday, April 11, to benefit pediatric cancer research for St. Jude Children's Research Hospital.

Participants expected in this year's races include co-anchor and national correspondent for NBC's *Today*, Natalie Morales; actress

Tennis greats Victoria Azarenka and Robin Soderling slayed at the Sonesta Bayfront Hotel Coconut Grove. In 2009, Azarenka defeated Serena Williams in the finals 6-3, 6-1 to win the Sony Ericsson Open. Soderling is the first and only tennis player to defeat Rafael Nadal in the French Open.

Seen enjoying themselves at Delano Tuesdays this week: Jamie Foxx, David Guetta, Kevin Martin of Candlebox, Live's Patrick Dalheimer, Gerry Harrison of the Talking Heads, baseball pro Roger Clemmens and tennis pro Andy Murray, all sipping Leblon Mojitos.