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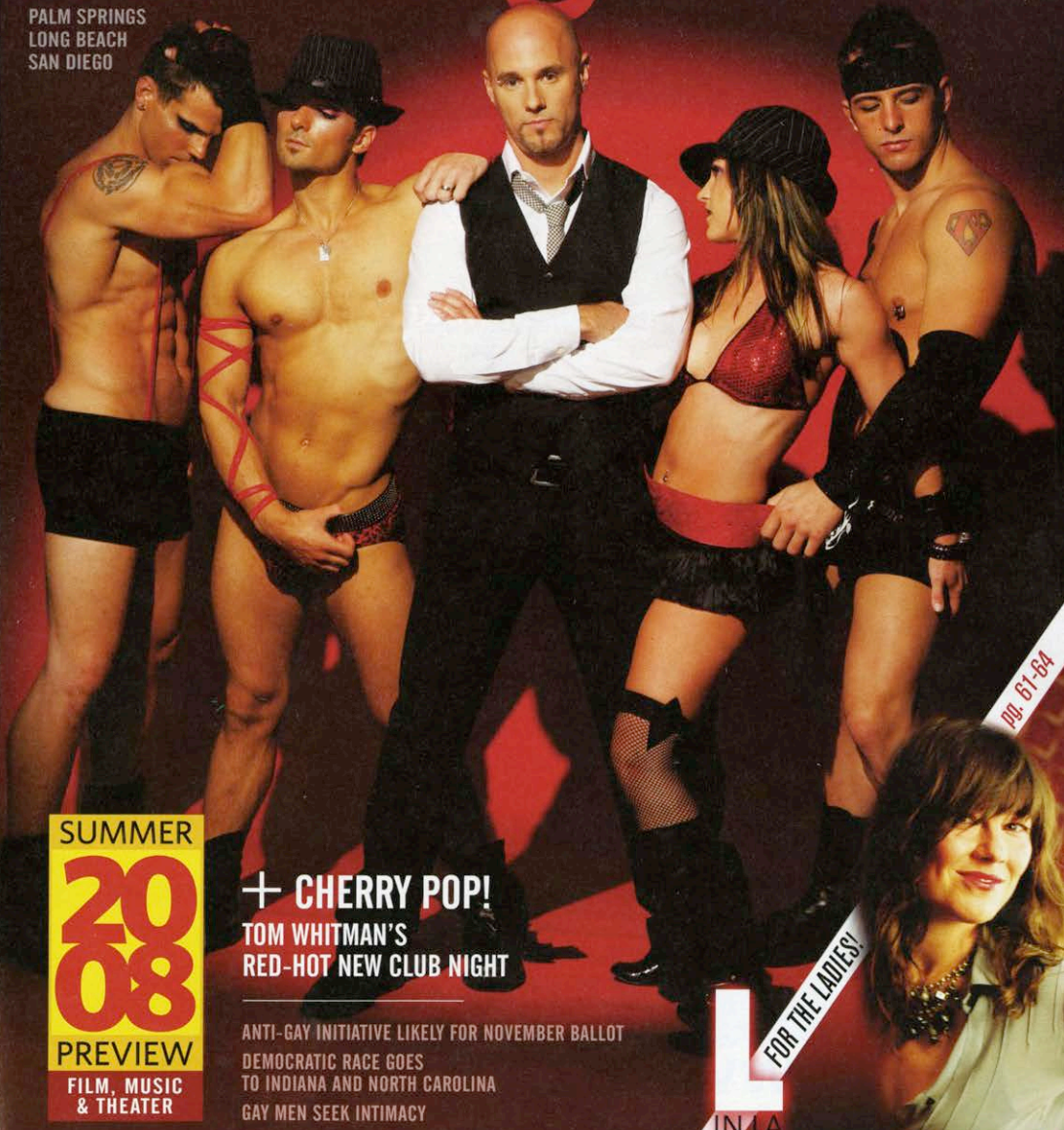
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PALM SPRINGS
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VOL. 11, ISSUE 6
APRIL 29 - MAY 12, 2008

LGBT NEWS, POLITICS AND ENTERTAINMENT



SUMMER

2008

PREVIEW

FILM, MUSIC
& THEATER

+ CHERRY POP!

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RED-HOT NEW CLUB NIGHT

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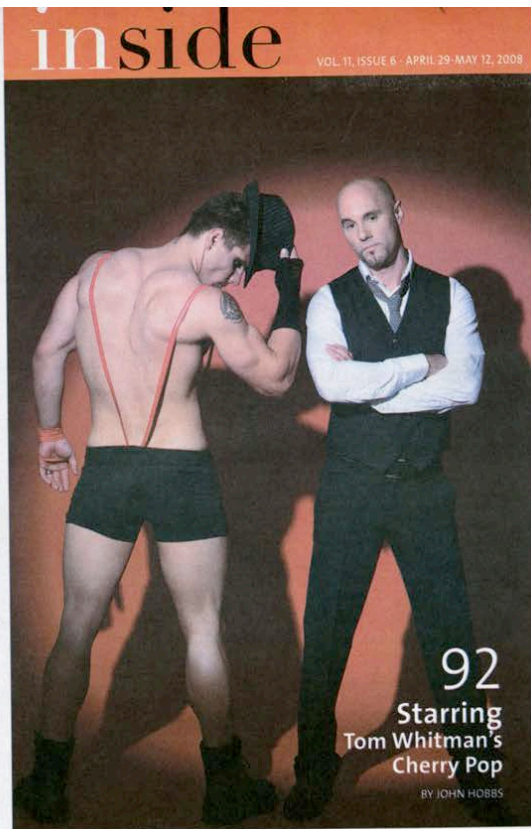
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Tom Whitman's
Cherry Pop
BY JOHN HOBBS

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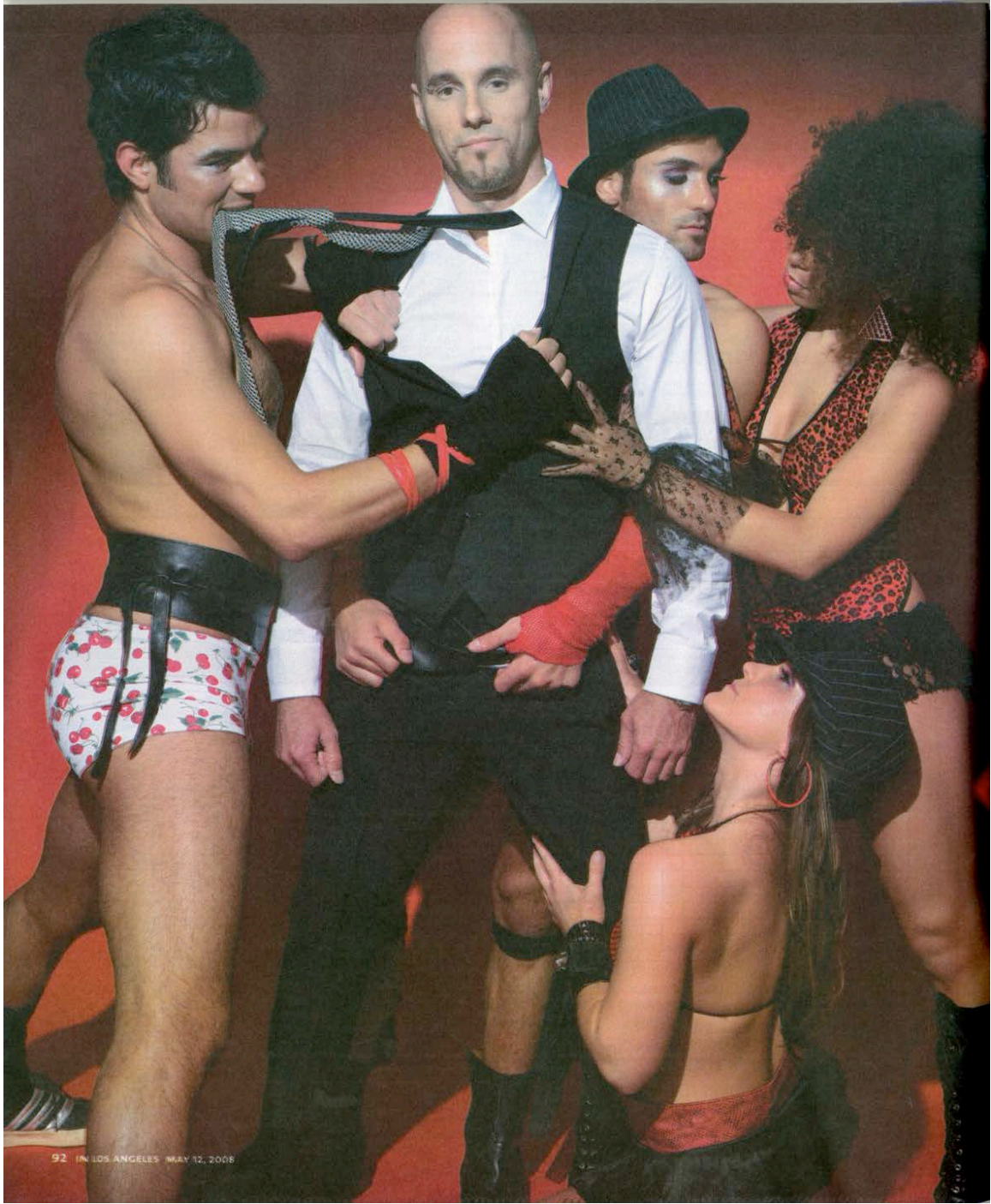
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STARRING

BY JOHN HOBBS

Mr. Saturday Night

It's been two months since Tom Whitman has worked a Saturday night. But whatever laid-back, *SNL*-watching schedule he might have enjoyed, it's all about to change as West Hollywood's preeminent party promoter heads back to work this Saturday night, launching Cherry Pop at the newly remodeled Ultra Suede. The new club night—a highly stylized soiree with glammed-up go-go boys and girls, bubbly pop music and a large dance floor with video projections—replaces Whitman's previous Saturday night fest, Popular, which ironically enough became a little too popular for its own good. "Popular outgrew its space, lines were around the block, there wasn't enough room to dance," he says. So Whitman shopped larger venues, settling on Ultra Suede after they offered to renovate the space from top to bottom for Cherry Pop. "It will be an all new club when we open on May 3," promises Whitman. The super promoter sat down with us to answer five of our most burning questions about his highly anticipated new club night.

Your new club night launches in a matter of days. What's got you most excited about Cherry Pop?

I haven't been as excited about a new club in a very long time. It's so much fun to take what was a difficult situation—leaving a space that I liked and had built into an amazing event—and take it to the next level. Though Popular was hugely successful, I'm much more excited about its new incarnation. I think Cherry Pop is going to take Saturday nights to a whole new place.

Other than the new digs, how is Cherry Pop different from its predecessor, Popular?

[It] will be different from Popular in that it will have more of a "vibe." It will be a full-on club experience. The go-go dancers will be costumed and themed. They may break out into routines randomly. It will also be different from Popular because we have a real dance floor, so the experience will be different: more room to dance, more video projections, more go-go dancers, more everything.

What was the inspiration behind Cherry Pop?

I drew some inspiration from the original Cherry (which originated at the same venue). That was one of my favorite nightclubs in L.A. I loved the experience of being fully immersed in a nightclub experience—going beyond great music and lights to visuals to a glammed-up host working the front door. I want to deliver everything I delivered for Popular, but then take it to the next level.

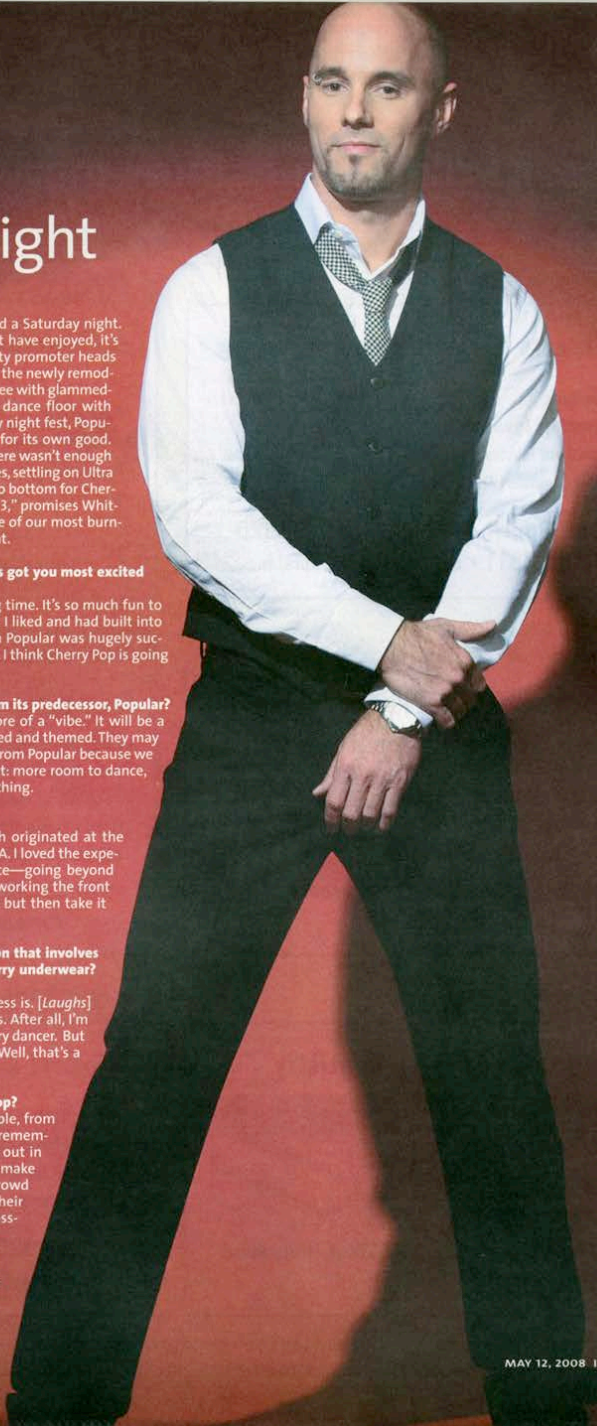
The dancers are ridiculously hot. Is there a casting session that involves various stages of undress and, of course, those cute cherry underwear? How do you find these hotties?

Everyone [always] wants to know what the casting process is. [Laughs] Yes, it is required to see some skin in the casting sessions. After all, I'm going to be blamed if the crowd doesn't love each and every dancer. But that's not ever a problem. Where do I find the dancers? Well, that's a trade secret. I can't divulge my sources.

What type of crowd do you hope to draw with Cherry Pop?

The crowd at Cherry Pop will be a great mixture of people, from young gay boys to their hot girlfriends, from people who remember the old Cherry days to people who discovered going out in the days of Tiger Heat and Popular. My goal is, above all, to make it interesting and fun. The overly serious, pretentious crowd bores me. I want everyone to come to Cherry Pop, check their attitude at the door and have a ridiculous, crazy, embarrassingly good time.

Cherry Pop opens Saturday, May 3 at the newly remodeled Ultra Suede, 661 N. Robertson Blvd., WeHo. For more information, go to www.tomwhitmanpresents.com or www.factorynightclub.com.



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