



MEDIA RELEASE

STUDIO Sydney Tower

Sydney's Highest Event Space & Bar Launches

Sydney's highest event space and bar at the top of Sydney Tower was launched on 10 September, 2014 by the Trippas White Group following a million dollar refurbishment and rebrand.

Sydney's Lord Mayor, the Right Hon. Clover Moore, unveiled the venue's new name, STUDIO, and the winner of the "What's My Name" competition. Rebecca Hamerton received a VIP cocktail party at the venue to the value of \$2,000 for submitting the winning entry.

The judging panel wanted a modern and punchy name that referenced the New York loft inspired design whilst retaining a distinctly Sydney feel. They felt the name best suited the venue's dual identity as an event space and bar, playing on the idea of a studio being a showroom or creative space, as well referencing New York's iconic warehouse conversions and Studio 54.

"We knew Sydneysiders had a connection with the Tower but we were overwhelmed with the interest in the competition and the buzz it created within the events industry. We love the new space and its new name: it's Sydney's ultimate studio overlooking our city. We're honoured to have the Lord Mayor officially open the space – how fitting for a Sydney icon," said Joseph Murray, Managing Director of Trippas White Group.

The guest list included competition finalists, media, key representatives from the events and tourism industries, and high-profile business partners of Trippas White Group.

Guests were treated to New York inspired cocktails, French Champagne, and decadent canapés such as beluga caviar blinis, balmain bug ceviche, cognac and brandy infused foie gras, carpaccio of smoked kangaroo and grilled master kobe. The seafood bar overlooking Sydney Heads manned by Trippas White Group and 360 chefs was a culinary highlight.

Entertainment included a live trumpeter playing with a DJ mixing funk and jazz, and a live Instagram printer provided by Social Playground.

The re-vamped space, formerly Sky Venue, accommodates all styles of events for up to 200 people including conferences, cocktail functions, formal dinners, team-building activities, weddings, celebrations, ticketed events and pop-up bar nights.

The redesign by Allen Jack+Cottier Architects includes timber panelling and furnishings, customisable mood lighting and window lounge seats that offer 220 degree penthouse views over Sydney's skyline.

Trippas White Group manages a diverse portfolio of restaurant, cafe and event spaces in iconic locations across Australia and provides premium catering services to first and business-class airline lounges and to the education and healthcare sectors. www.trippaswhitegroup.com.au

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