

# MUSICA

NEW YORK CITY

637 West 50th Street, 10019 New York City, NY

**EVENTS & EXPERIENCES**



## ABOUT US

ELEVATED EVENTS . TAILORED EXPERIENCES



**MUSICA**  
NEW YORK CITY

From visionaries Giuseppe Cipriani and Tito Pinton, MUSICA is New York City's newest multi-faceted entertainment venue. Cipriani, a global brand famous for superior service in the hospitality industry, is partnering with Italy's premier nightlife group MUSICA and set to launch in 2022. These two powerful forces come together to revive the city and bring the beat back.

The secret is not the raw, massive versatile venue space, but the invisible and intangible things that can only be felt and sensed. It can't be duplicated or imitated, only experienced.

Cipriani has proven to be the leader in the hospitality industry, with owned and operated luxury restaurants and clubs around the world.

MUSICA is more than a disco. It's an international movement. Originating in Riccione, Italy (the capitol of the nation's nightlife), MUSICA brings tradition and charm, reinventing the status quo of what a club in NYC should be.



# VENUE OVERVIEW



EXPLORE OUR VENUE, FLOOR BY FLOOR

**Location:**

Conveniently located at 637 W 50th Street in Manhattan, this 25,000 square foot space offers 3 floors of completely different experiences and possibilities.

**1. Roof Top:**

Open air rooftop overlooking the Hudson River and Midtown Manhatta, Unique skyline views, Elevator access, The energy of Midtown, with the exclusivity of the West Side.

**2. Main Floor:**

Massive versatile event space, composed of 3 areas, 2 bars, VIP lounge, Intelligent lighting and sound system, Cocktail lounge

**3. Whisper Room:**

Whisper Room located on the ground floor will be NYC's newest opulent lounge. Equipped custom bar, Stage and private green room, Kitchen, Private luxury booths, State of the art lighting and sound.

**Freedom:** The availability of options with no imposition.

MUSICA's versatile space offers limitless possibilities for any type of event.

Corporate events, Product launches, Business meetings and seminars, Brand Partnerships, Private events, Semi-Private events, Weddings, Bar Mitzvahs, Bat Mitzvahs, Art installations, Exhibitions, Performances, Shows, Film, Photography, Location shoots, Productions, Placement, Marketing, Collaborations and more...





## SKY-HIGH CELEBRATIONS **ROOFTOP LOUNGE**

Open air rooftop overlooking the Hudson River and Midtown Manhatta, Unique skyline views, Elevator access, The energy of Midtown, with the exclusivity of the West Side.

**CAPACITY: UP TO 200 GUESTS**





VERSATILITY MEETS STYLE  
**MAIN FLOOR**

Massive versatile event space, composed of 3 areas, 2 bars, VIP lounge, Intelligent lighting and sound system, Cocktail lounge.

**CAPACITY: UP TO 800 GUESTS**





## A HIDDEN GEM IN GOLD **WHISPER ROOM**

Whisper Room located on the ground floor will be NYC's newest opulent lounge. Equipped custom bar, Stage and private green room, Kitchen, Private luxurybooths, State of the art lighting and sound  
**CAPACITY: UP TO 220 GUESTS**





**BEVERAGES**

CURATED BAR PACKAGES

**OPEN BAR OPTIONS**

Full-service bars offering a wide selection of cocktails, wines, beers, and bottle service.

**STANDARD**

\$30 PP PER HOUR

**BEER**

Seasonal Selections

**WINE**

Prosecco, Rosé, White, Red

**LIQUOR**

- Vodka - Skyy
- Gin - Fords
- Tequila - Altos Blanco
- Mezcal - Montelobos Joven
- Scotch - Dewar's White Label
- Whiskey/Bourbon - Wild Turkey 101
- Rum - Havana Club

**CLASSIC COCKTAILS**

Aperol Spritz • Daiquiri • Whiskey Sour • Margarita  
• Martini • Old Fashioned • Negroni • Manhattan

**PREMIUM**

\$45 PP PER HOUR

**BEER**

Seasonal Selections

**WINE**

Prosecco, Rosé, White, Red

**LIQUOR**

- Vodka - Ketel One
- Gin - Hendricks
- Tequila - Casa Del Sol Blanco
- Mezcal - Del Maguey Vida
- Scotch - Johnnie Walker Black Label
- Whiskey/Bourbon - Woodford's
- Rum - Appleton Estate Signature

**CLASSIC COCKTAILS**

Aperol Spritz • Daiquiri • Whiskey Sour • Margarita  
• Martini • Old Fashioned • Negroni • Manhattan



## BEVERAGES

CRAFTED JUST FOR YOU

### **SIGNATURE COCKTAILS UPGRADES**

Handcrafted cocktails designed for impact, flavor and presentation.  
\$5/hr per guest for signature cocktail upgrades

#### **The Cipriani Spritz**

Aperol, Prosecco, house citrus, dried orange

#### **Midtown Milano**

Campari, vodka, blood orange, soda

#### **The Whisper**

Gin, elderflower liqueur, lemon, mint

#### **La Notte**

Espresso, vodka, amaro, vanilla

#### **Sunset on 50th**

Bourbon, limoncello, peach, rosemary



“Custom cocktail names and menus available by request.”



A TASTE TO REMEMBER

## PASSED HORS D'OEUVRES

\$25 for 5 Items, \$30 for 6 Items, & \$35 for 7 Items

### Vegetarian

#### Deviled Eggs

dijon mustard, cajon seasoning,  
choooed scallions

#### Spanakopita

crispy phyllo dough, feta cheese,  
spinach

#### Figs-In-a-Blanket

honey glaze, goat cheese, sesame  
seeds

#### Bruschetta

juicy tomato, basil, parmesan cheese

#### Wild Mushroom Crostini

shiitake mushrooms, oyster  
mushrooms, thyme, parsley, ricotta  
cheese

#### Caprese Skewers

fresh mozzarella, plum tomato, basil

#### Grilled Veggie Skewers

seasonal grilled vegetables, balsamic  
drizzle

#### Mini Grilled Cheese

served with tomato soup dip

#### Mac & Cheese Bites

four cheese sauce

#### Vegan Crispy Rolls

shiitake mushroom, scallions,  
shredded veggies, sesame oil

#### Vegetable Samosa

egg wrap, shiitake mushroom, carrots,  
peppers, onions

### Meat

#### Chicken Salad Baskets

chopped pecans, apples, phyllo cups

#### Chicken Skewers

roasted peppers, marinated onions

#### Chicken Sausage Kebabs

homemade chicken sausage, grilled  
peppers and onions

#### Chipotle Chicken Sliders

arugula, pickled onion, chipotle mayo

#### Pulled Pork Rolls

sweet bbq pork, crispy rice paper

#### Truffle Beef Sliders

100% angus beef, truffle oil, creamy  
parmesan

#### Proscuitto Shortbreads\*

brie cheese, italian proscuitto.

#### Steak Frites\*

ribeye steak, crispy fries

#### Lamb Lollipops\*

mint yoghurt sauce

### Seafood

#### Spicy Tuna Cucumber Bites

ahi tuna, spicy aioli, sesame,  
cucumber

#### Tuna Tartar Spoons

ahi tuna, avocado, chives, shallots,  
creamy sriracha aoli

#### Lettuce Wrap Salmon Tartar

salmon, mango, avocado, chives,  
sesame, iceberg lettuce

#### Shrimp Ceviche Cups

shrimp, tomato, red onion, cilantro,  
lime

#### Garlic Shrimp Skewers

shrimp, spiced garlic marinade

#### Mini Red Snapper Tacos

beer battered red snapper, aqua chili  
sauce, red coleslaw

#### Brochetas de Pescado

grilled swordfish, spiced chipotle  
drizzle

#### Oysters and Caviar\*

fresh oysters, caviar, mignonette,  
chives





INTERACTIVE DINING EXPERIENCES

**FOOD STATION**

**HOT STATION**

**Taco Station \$15 PP**

Carne Asada, Carnitas, Sinaloa Shrimp, Crispy Fish, Seared Fish, Cactus, Black Bean and Sweet Potato, Mushroom.

Served with:

Corn Tortilla, Flour Tortilla (lettuce wraps available upon request)

Pico De Gallo, Cilantro, Crema, Salsa Rojo, Salsa Verde, Cotija Cheese

**French Fries Bar \$14 PP**

Yukon Gold Fries, Sweet Potato Fries, Waffle Cut Fries, Oven Wedges

Spicy Mayo, Black Garlic Mayo, Ketchup, Guacamole, Salsa, Pico De Gallo, Shredded Cheese

**Mashed Potato Bar \$13 PP**

Homemade Chili, Crumbled Bacon, Chopped Chives, Shredded Cheese, Olives, Crispy Onions, Sour Cream, Corn, Broccoli, Sautéed Mushrooms

**Flatbread Station \$15 PP**

Pesto Sauce, Cherry Tomatoes, Fresh Basil, Mozzarella, Olives, Prosciutto, Gouda Cheese, Walnuts, Peaches, Blue Cheese Crumbles, Balsamic Glaze, Spicy Honey Drizzle, Arugula

**Mac and Cheese Station \$14 PP**

Chives, Tomatoes, Fried Onions, Sautéed Mushrooms, Bacon, Aged Gouda, Steamed Broccoli, Jalapeño, Fried Onions, Smoked Sausage

**Slider Bar \$14 PP**

Angus Beef, Pull Pork, Fried Chicken, Black Bean Cheese:

Cheddar, Mozzarella, Pepper Jack, Swiss

Sauces:

Mustard, Pickled Relish, Garlic Mayo, Pickled Jalapeno Peppers, Ketchup

Toppings:

Bacon Crumbles, Dill Pickle Chips, Tomato Slice, Avocado Slices, Lettuce Shreds, Sliced Onions

**COLD STATION**

**Mezze Table \$14 PP**

Hummus, Baba Ganoush, Spicy Feta, Tzatziki, Marinated Olives, Tabbouleh, Pickled Peppers and Grilled Pita Bread

**Cheese Table \$14 PP**

Goat Cheese, Brie Cheese, Cheddar, Gouda, Parmesan, Manchego, Gorgonzola Seasonal Fruit:

(strawberries/clementines/grapes/berries/apples/peaches/cherries)

Variety of Nuts:

(pecans, walnuts, almonds, pistachios)

Crisps:

(variety of crackers, pita chips and crostinis)

**Charcuterie Table \$18 PP**

Prosciutto di Parma, Capocollo, Soppressata, Salami  
Goat Cheese, Parmesan, Brie, Cheddar Cheese  
Cornichons, Olives, Bacon Jam, Grapes  
Three kinds of breads

**Crudite \$14 PP**

Variety of Fresh Veggies:

Baby Corn, Baby Carrots, Broccoli, Cauliflower, Asparagus, Celery, Cherry Tomatoes, Bell Peppers, Green Beans, Shishito Peppers,

A Creamy Parmesan Dip, Ranch Dip and Greek Dip

**Oyster Bar \$15 PP**

A Variety of East Coast and West Coast Oysters  
Mignonette Sauce, Cocktail Sauce, Ginger - Soy Vinaigrette, Cucumber - Jalapeno Granita  
Tobiko Caviar, Salmon Caviar





**CATERING**

SHARED BITES, BIG IMPRESSIONS

**PLATTERS**

cold \$65, french fries \$65, hot \$120

**Cold Platters**

- Crudite Platter (veg)**  
Celery, cherry tomato, cucumbers, carrots, ranch/blue cheese dressing.
- Antipasto Platter**  
Cured meats, cheeses, marinated, vegetables, nuts, fruits.
- Greek Salad (veg)**  
Cucumbers, tomatoes, red onion, feta cheese.
- Cesar Salad (veg)**  
Romaine lettuce, bagel croutons, parmesan cheese.
- Arugula with Strawberries Salad (veg)**  
Red pickled onion, goat cheese.

**Hot Platters**

- Chicken Wings**  
Bba, buffalo, lemon pepper, honey mustard
- Truffle Beef Sliders**
- Chipotle Chicken Sliders**
- Vegetable Sliders (veg)**
- Beer Battered Calamari**
- Grilled Vegetables (vg)**
- Truffled Fries (veg)**
- Garlic Sesame Tofu (vg)**

**Finger Food Platters**

- Mac & Cheese Bites (veg)**
- Empanadas**  
(chicken, beef or veggie)
- Mini Shepard Pie**
- Antipasto Skewers**
- Deviled Eggs**
- Meatballs**
- Skewers**  
garlic shrimp, beef kebab, eggplant (vg), zucchini/peppers (vg), grilled chicken
- Stuffed Mushrooms (vg)**
- Vegan Shiitake Rolls (vg)**
- Vegetable Samosa (vg)**



# DINNER BUFFET OPTIONS

Tier 1 \$55 Per Person

## A Choice of Poultry

Chicken Tinga  
Verde Chicken Enchilada  
Chicken Flautas  
Spicy Chicken Taquitos

## A Choice of Fish

Salvador Style Branzino  
Gambas al Allajillo  
Veracruz Style Cod

## A Choice of Meat

Spanish Beef Stew  
Chimichurri Steak  
Pernil

## Vegetarian Choices

Vegetarian or Vegan Enchiladas

## A Choice of Salad

Cesar Salad  
White Bean Salad

## Sides

Maduros  
Spanish Rice  
Roasted Vegetables  
Black Beans

## A Choice of Dessert

NY Cheesecake  
Caramel Flan



# DINNER BUFFET OPTIONS

Tier 2 \$65 Per Person

## A Choice of Poultry

Chicken Marsala  
Lemon Chicken  
Creamy Broccoli Chicken  
Chicken Enchilada  
\*Duck Confit  
\*Chicken Cordon Blue

## A Choice of Fish

Branzino Filets  
Grilled Salmon  
Pan Seared Cod  
\*Pan Seared Halibut  
\*Sesame Tuna

## A Choice of Meat

Braised Short Rib  
Chimichurri Steak  
Moroccan Lamb Stew  
\*Grilled Ribeye  
\*Charred NY Strip

## Vegetarian Choices

Cauliflower Steaks  
Vegetarian or Vegan Enchiladas  
Mushroom Steak

## Choice of Three Sides

Mashed Potato  
Potato Wedges  
Spanish Rice  
Roasted Vegetables  
Couscous  
Buttered Macaroni  
\*Creamy Spinach  
\*Mexican Corn

## A Choice of Salad

Cesar Salad  
Greek Salad  
Arugula with Strawberries  
Watermelon Salad

## A Choice of Dessert

NY Cheesecake  
Double Chocolate Cake  
Seasonal Fruit  
\*Tiramisu  
\*Strawberry Short Cake



## **SWEET ENDINGS**

Dessert Platters feed 7–8 guests

**\$65 Per Platter**

**Passed Dessert \$15 per person per hour**

### **Strawberry Compote Mini Cheesecakes**

Graham Crust, NY Style

### **Chocolate Lava Waffle Cone**

Graham Crust, NY Style

### **Mini Chocolate Chip Cookie Sandwich**

Buttercream

### **Orange Nutella Cookie Cups**

Sugar Cookie Dough

### **Strawberry Cheesecake Bites**

Cheesecake Filled Strawberries, Chocolate Drizzle

### **Mini S'mores**

Graham Crackers, Marshmallow, Chocolate

### **Fruit Cups**

Assorted fruits, Ricotta Cream

### **Chocolate Mousse Cups**

Whipped Cream, Raspberries



## AMENITIES

### UPSTAIRS: MAIN FLOOR

Dj equipment

4 pioneer Cdjs 3000 (all linked)

1 pioneer V10 mixer

#### Audio

D&B Sound J Series 4 point system

Each stack consists of 3 J Subs and 4 J12 top boxes

Signal processing: Lake

#### More specific

12 D&B audiotechnik J12

14 D&B audiotechnik J Subs

21 D&B audiotechnik D12 amplifiers

4 D&B audiotechnik Y12p

12 D&B audiotechnik Y10s

D&B audiotechnik B2 Subs

4 D&B audiotechnik J frames

5 D&B audiotechnik Y frames

2 D&B audiotechnik M2 monitors

4 D&B audiotechnik Y brackets

2 Motion Lab power distros

Speaker and signal cables

1 D&B audiotechnik M2 monitors

#### Lighting

12 Clay Paky Sharpie

8 haupt Maverick MK1 Spots

8 JMAZ Attco Wash 150Z

6 JMAZ Crazy Beam 40 Fusion (VIP LIGHTING)

6 Martin Atomic Strobes

2 Chauvet Amaze Stadium

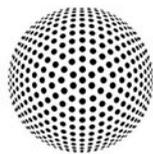
1 Chamsys MagicQ MQ500 Stadium Console

#### Video

72 - VISS PX 2.9 (4 Rows of 18) ( ceiling LED screens)

1 - Resolute Media Server





# MUSICA

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**LET'S CREATE SOMETHING UNFORGETTABLE**

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