

For Immediate Release
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FELICE Wine Bar, An Italian Classic, For Manhattan's Wine Lovers

A downtown chic, intimate wine bar designed by Robert McKinley, opens in the heart of the Upper East Side

(November 30, 2007 - New York, NY) – FELICE reflects the soul of Italy, inspired by the sophisticated streets of Florence and the rustic warmth of the Tuscan countryside. This cozy NYC newcomer showcases a relaxed ambience, with subdued lighting, exposed brick walls lined with linear shelves filled with wine, as well as rich, tufted leather seats. Italian wines and flavors from Tuscany will now be served in a modern space, infused with traditional elements, on Manhattan's Upper East Side. Felice features classic Italian dishes from the Sant Ambroeus restaurant menu as well as tasting items and small plates, prepared by Chef Simone Parisotto, former Chef at Emporio Armani Cafè in Italy and Monaco and current Chef at Sant Ambroeus in Southampton, NY.

The owner, young Italian entrepreneur, Jacopo Giustiniani, has always been driven by and an intrical part of his family's winery in Italy, the Fattoria Sardi Giustiniani. Here, in the heart of Tuscany, he was raised, and immediately immersed into the wine culture. He took over the estate from his grandfather in 2002. He has been working as the wine buyer for the legendary Sant Ambroeus restaurants for more than two years and intends to keep this position while focusing on his lifelong dream of installing an authentic Italian wine bar in New York City.

FELICE offers a unique wine list composed of over 100 bottles of Italian wines with 15 wines offered by the glass. Some of the finest Italian white, red and sparkling wines will be featured on the extensive list.

Located at 1166 First Avenue, this new concept bar is the result of two men's creative collaboration: designer Robert McKinley and founder Jacopo Giustiniani. Robert McKinley was brought on to work on this project after being recognized for his creative interior design for the nightclub PM as well as NY hotspots Cain and Gold Bar. He started his career in 1995 with Tommy Hilfiger and went on to work for Giorgio Armani and Donna Karan. Since then, he has worked on many high-profile events and design projects for clients such as Yves Saint Laurent, Alexander McQueen, Stella McCartney, Zegna and more.

The façade is floor to ceiling glass and guests will enter through a vestibule resembling a deconstructed wine barrel. The wine bar will feature 46 seats inside, 10 stools at the bar, a communal table and 20 additional outside seats for warmer weather.

The lighting is dramatic yet cozy, accenting the original features of the intimate space. Muted taupes and browns, housing over 1,200 bottles of wine and glowing with warm light, the venue features a 9-foot communal table, composed of a slab of wood topped with a makeshift chandelier of 17 54-liter glass wine jugs. The stunning bar was created from one piece of travertine, a testament to ancient Rome and classic materials.

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FELICE is located at 1166 First Avenue at East 64th Street, in the heart of New York City's Upper East Side. For additional information, please contact Janet Mick at IT Management Global on 212.941.5595