

Late night at The BOB

THE APTLY NAMED CRUSH AND SOMEWHAT MORE SERENE EVE OFFER TWO NIGHTCLUB EXPERIENCES FOR THE PRICE OF ONE. **BY ERIN PRICE**

It's 10 p.m. Friday night. The downtown scene is starting to resemble the vivacious nightlife you expect to see in New York or Chicago. Well, not quite, but it's getting closer.

One Herculean effort to bring downtown GR closer to Big City status is by The BOB, which, along with restaurants, bars, a brewery and a comedy club spread out on five floors, offers two dance clubs for the price of one — all in a Big Old Building in the heart of downtown.

On the main floor is Crush. At 10:30, we're surprised to find that it's not particularly crowded. We're served drinks quickly and there is plenty of breathing room. Exposed brick walls and high, open ceilings echo the urban, industrial feel of much of the building. There are two bars with seating and a handful of couches with small tables. The majority of seating seems to be reserved for groups who order tableside bottle service, but something tells me most people don't come here to sit.

Then the clock strikes 11 and suddenly the place is packed. The mood is lively and young, with a DJ spinning top 40 pop, mainstream hip-hop and club hits to an ever-increasing number of guests gettin' down on the dance floor or shakin' it on their barstools. Flat-screen TVs flicker with music videos that include scantily clad video vixens. Speaking of scantily clad, although a dress code for both Crush and Eve is strictly enforced, skirts or dresses that barely cover one's assets seem to be the general uniform. (Something to consider: You may have to wait outside to get in, so dress warmly if cold weather applies and make use of The BOB's coat check.)

Though the crowd's numbers reach "crushing" proportions as the evening wears on, the bartenders do an excellent job of slinging drinks with friendly, knowledgeable service. A word of warning: Don't get so sloshed that you cannot maneuver stairs when you need to use the facilities; the closest bathroom is on the next floor up (or take the elevator).

Venture up to the top floor to find Eve — the more cosmopolitan cousin to sweaty, pulsing Crush. Here there is also a dance floor with a DJ spinning hits, but the music is somewhat more sophisticated and the atmosphere more polished. Ultra-modern couches and tables are scattered on the outskirts of the central dance floor, encouraging patrons to sit and sip in a more



Crush/Eve at The BOB

Location: 20 Monroe Ave. NW

Hours: Crush: 9 p.m.-2 a.m. Thu.-Sun.
Eve: 11 p.m.-2 a.m. Fri.; until 3 a.m. Sat.

Contact: (616) 356-2000; www.thebob.com; Facebook

Cover: \$5 for admission to The BOB

intimate setting. Adjacent to the dance floor is a glowing white bar, where the bartenders will whip up something called a "Sex Panther" if you say the magic word. Tonight, Eve seems to be the chosen spot for giggling bachelorette party-goers who have taken over the dance floor, but Eve's crowd overall seems to be a bit less frenzied.

Kudos to The BOB for supplying an urban experience. "We try to stay progressive with specialty-themed parties to keep things interesting and guests engaged," explained Jason Ley, general manager of Eve and Crush.

For more details on special events, visit Facebook pages for Eve and Crush at facebook.com/eveatthebob and facebook.com/crushatthebob.

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