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Jondi & Spesh of Qoöl Invent Econoclubbing

The inventors of “Happy Hour Clubbing” in the form the long running and successful “Qoöl” have emerged from the think-tank again with a notion that should be obvious, but isn’t - clubbing on a Saturday night should not cost you an arm and a leg. They plan to introduce this new era of “Econoclubbing” via their latest incarnation of Qoöl Saturdays at the 111 Minna Gallery beginning July 5 and every 1st Saturday of the month thereafter.

Believing that quality Saturday night clubbing is more of a right than a privilege, Jondi & Spesh have set out to create a club night in a large venue that will only cost you, get this, five bucks. And that’s only if you miss the “get in free before 10pm” cutoff.

What will five bucks get you? DJ talent will range from locally loved Qoöl residents such as Jerry Bonham, Spesh, and Scott Carrelli, live/original music performances by the likes of Art of Hot, Momu, and Brownboy, to high caliber local and visiting house, progressive and breaks DJs that closely mirror the Qoöl’s already successful Wednesday lineups (including regular local guests such as Ms. E, Dragn’fly, Felix the Dog, Forest Green, Anita Lofton, Taj, and Dutch). Also planned are guest visual artists and random aesthetic invasions from various performance and art groups.

To those who ask, "How can you manage to only charge \$5 for a night of clubbing and still not lose money," the response from Econoclubbing promoters Jondi & Spesh is this: "Who says we're not losing money! The secret to our high value club nights is basically that we don't have the best business minds in the world. Of course we don't want to lose money but what we really want is to provide top notch world quality clubbing for people who love music and dancing, at a reasonable price."

Part of the theory, they add, is that “People have been needing something like this for quite some time. It’s why you don’t see enough students in the big clubs. It’s also why a lot of San Francisco’s most creative people have been throwing parties in their own houses instead of gracing the larger parties with the kink of energy and fresh thinking that only they can provide.”

See you out Econoclubbing!

For more info, please call Jackie von Treskow directly at Loöq Records or visit www.looq.com

