

JAN 20, 2012

Posted by [Melissa Howland](#) in [General News, Sundance](#) | 1 Comment

LIVeStyle AND FULCRUM GROUP ANNOUNCE “AXE HAIR MEDIA LOUNGE and GROOM ROOM and Supper Club” AT THE 2012 SUNDANCE FILM FESTIVAL



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New York-based entertainment agency LIVeStyle Entertainment, in partnership with Connecticut-based Fulcrum Group, is preparing to launch the 9th year and 37th major festival installation of its signature multi-day branded entertainment programs, the LIVeStyle Film Lounge, The Supper Club and AXE® Hair Media Lounge & Groom Room, located at 628 Park Ave in Park City, Utah. The venue and integrated programs will be an anchor destination for filmmakers, celebrities, global film and consumer media outlets, world-class chefs, independent and major studios and producers. Through this platform, sponsors AXE Hair; Issey Miyake's new men's fragrance L'Eau d'Issey Pour Homme Sport; Monster Energy Beverages; AriZona Beverages; hipswag.com; outdoor athletic products company Thule; IndieFlix.com; Pook Toque and official Festival sponsor Stella Artois will come face-to-face with the principal industry influencers, media, tastemakers and VIPs during one of the world's largest film festivals, as more than thirty individual events and programs unfold onsite over six days involving fifteen different official festival films.

Friday, January 20, 2012 (5pm-7pm)

WHAT: YOUR SISTER'S SISTER cast dinner hosted by IFC Films and the cast and guest chef [La-Toya Fagon](#)

CAST: [Emily Blunt](#), [Rosemarie DeWitt](#), [Mark Duplass](#)

Friday, January 20, 2012 (8pm-11pm)

WHAT: FILLY BROWN cast dinner and premiere party hosted by cast with guest chef [La-Toya Fagon](#) and a surprise musical performance

CAST: [Lou Diamond Phillips](#), [Gina Rodriguez](#), [Jenni Rivera](#), [Edward James Olmos](#)

Friday, January 20, 2012 (11pm-2am)

WHAT: KEEP THE LIGHTS ON premiere after-party hosted by Director [Ira Sachs](#)

CAST: [Thure Lindhardt](#), [Zachary Booth](#), [Julianne Nicholson](#), [Souleymane Sy Savane](#) and [Paprika Steen](#)

Friday, January 20, 2012 (1:30-4:00AM)

WHAT: TIM & ERIC'S BILLION DOLLAR MOVIE post-premiere party

CAST: [Will Ferrell](#); [John C. Reilly](#); [Tim Heidecker](#), [Eric Wareheim](#)

Other Guest include : [Blythe Danner](#) and [Melanie Lynskey](#)

AXE HAIR MEDIA LOUNGE and Groom Room @ Blue Iguana 628 Park Ave, Park City, Utah 84060

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