

70's

**STUDIO 54**

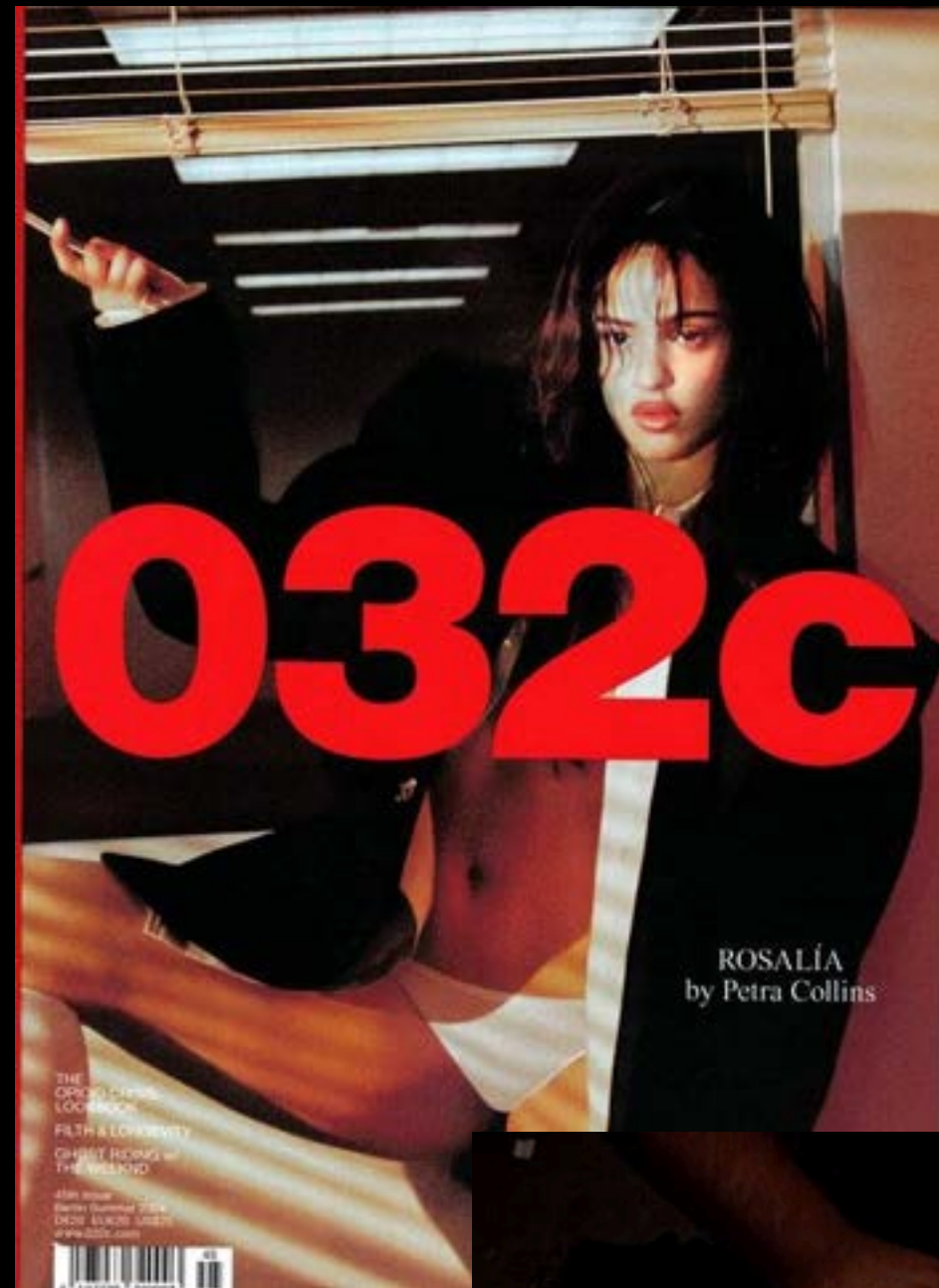
**LE MAGAZINE**

EXTRA  
VAGANCE



**SOCIÉTÉ  
MODE CINÉMA  
POP CULTURE  
ART DECO**





# MOODBOARD



**Forma DJR Black**

**Forma DJR  
ExtraBold**

**Sequel**

**TITRES**

**SOUS TITRES**

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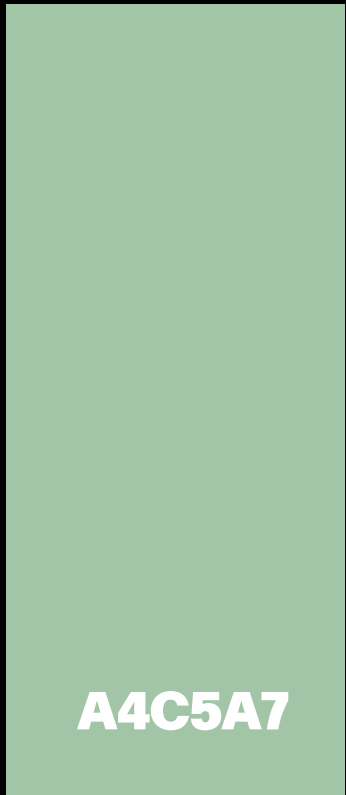
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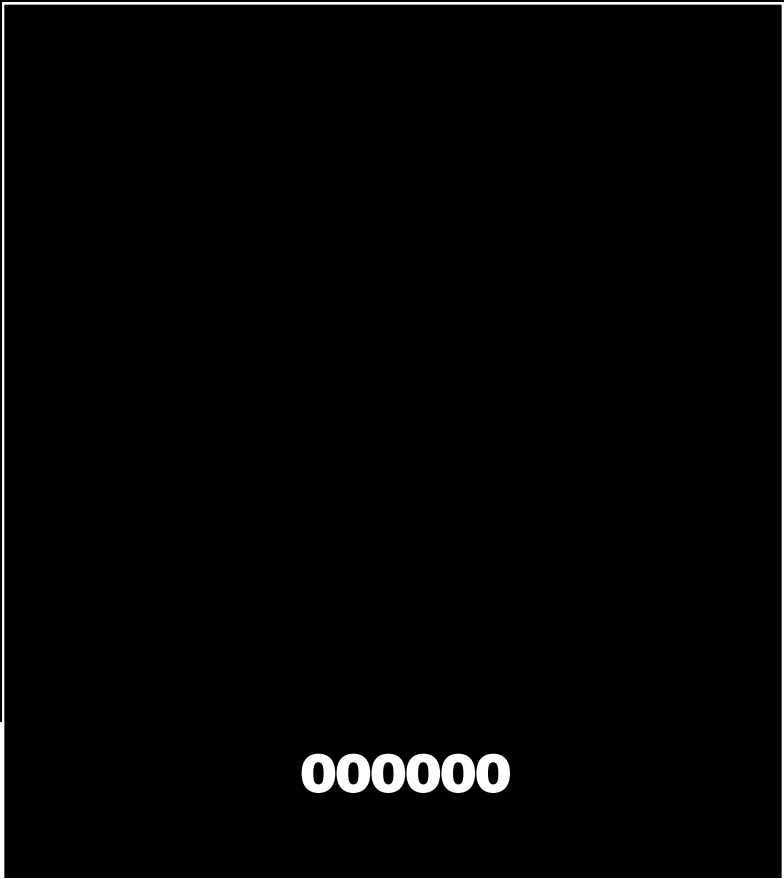
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# COULEURS



MOCKUPS







## STUDIO 54: WHERE THE NIGHT BECAME LEGENDARY



Studio 54 wasn't just a nightclub—it was a revolution. Born in the heart of 1970s New York, it became the epicenter of music, fashion, and hedonism, where boundaries were shattered, and every night was a performance. From its glittering dance floors to its outrageous guests, Studio 54 captured the spirit of an era defined by freedom, creativity, and excess. Legends were made on its walls—where stars, artists, and ordinary revelers became part of a cultural movement that blurred the line between art and life.

Decades later, its legacy continues to inspire, shaping pop culture, art, and the very idea of what it means to celebrate. Step into the world where the night never ends, where the only rule was to embrace the unexpected and live unapologetically. Studio 54 wasn't just a club—it was the birthplace of an eternal, unforgettable moment in history.





# ART DECO

## FROM SCOTT BROMLEY TO PHILIPPE STARCK

Scott Bromley, an influential figure in the world of nightlife and fashion, had strong connections to the legendary Studio 54 in New York City. As a renowned designer and stylist, Bromley frequently worked with prominent figures of the era, many of whom were regulars at Studio 54. His innovative designs and creative collaborations embodied the glamorous, boundary-pushing spirit of the club, which was known for its extravagant parties and vibrant cultural scene.

Philippe Starck drew inspiration from the energy and eccentricity of Studio 54 to design the Mondrian Hollywood, an iconic hotel in Los Angeles. Embracing the concept of a space that blends luxury, boldness, and theatricality, he created environments where every detail invites celebration and escapism. Like Studio 54, Starck incorporated elements of surprise, lighting effects, and dramatic decor to provide visitors with a unique and immersive experience.







Studio 54 was notorious for its capricious entry policies, where even celebrities could be denied access if they didn't fit the mood sought by the doormen or owners. Music icons such as Diana Ross, Cher and Nile Rogers were refused entry one night because they were deemed "not fashionable enough" to suit the club's audience. At Studio 54, celebrities don't get a free pass! Everyone is treated the same when it comes to dress code.



# DRESS CODE



# ORGASMIC



Studio 54, in its electric madness, was more than just a place of music and dance; it was a theater of raw desire, where pleasure consumed itself without shame, without limits. Bodies intertwined in the stifling heat, breasts exposed to the neon lights, their softness almost offered as bait. The air was thick with desire, intoxicating perfumes, and every touch became an act of provocation, a call to intensity. Hands slid over skin, exploring forbidden territories, playing with curves, grazing breasts like promises of forbidden pleasure.

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## «BALLOONS FALL FROM THE CEILING, THEY BURST... SOME ARE FILLED WITH COCAINE.»

Studio 54, the legendary New York nightclub, epitomized the extravagant spirit of the 1970s. More than just a club, it was a temple of decadence, where celebrities, artists, and cultural icons of the era came together. Amidst the dazzling lights, pulsing disco music, and flamboyant costumes, another, more discreet reality unfolded behind the scenes—one where excess wasn't limited to dance and fashion. Studio 54 also served as a haven for drugs, with cocaine taking center stage as both a symbol and a driving force behind the endless revelry that defined its walls. Rumors of drug use swirled persistently, but vivid anecdotes reveal the scale of these indulgences. One of the most infamous accounts tells of cocaine-filled balloons being passed around among guests. On the packed dance floor or in shadowy corners, these balloons were inhaled in one swift motion, seamlessly woven into the fabric of the night's spectacle.

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# PARTY & DRUGS





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«Studio 54 is a dictatorship at the door  
and a democracy on the dance floor.»  
Andy Warhol



«Studio 54 wasn't just a nightclub; it was a celebrity magnet where icons mingled under dazzling lights. Legends like Al Pacino, Robert De Niro, Sylvester Stallone, Michael Jackson, and Andy Warhol turned its dance floor into a star-studded spectacle. Warhol's presence added artistic intrigue, while Jackson's charisma electrified the room. From actors to artists, Studio 54 was where fame and glamour collided, creating unforgettable moments. It wasn't just a club—it was a cultural phenomenon where the world's most famous faces gathered to dance, celebrate, and make history.







# JEAN-MICHEL BASQUIAT



## THE BIRTH OF NEW YORK FAVORITE CHILD

Jean-Michel Basquiat, one of the most iconic artists of the neo-expressionist movement, had close ties to Studio 54, the legendary New York nightclub. In the 1970s and 1980s, Studio 54 was a hub where music, art, and fashion collided, attracting celebrities, artists, and influential figures. Basquiat, a young artist on the rise, frequented this venue to meet key figures from the art world and high society. Studio 54 offered him invaluable opportunities to gain exposure and build relationships with personalities like Andy Warhol, Keith Haring, and Debbie Harry. These encounters shaped his career, strengthening his network and helping him make a name for himself.

its extravagant parties and liberated atmosphere, became a meeting place where Basquiat found both inspiration and recognition in a parallel universe to his art.



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# POP

# CULTURE



## FROM BIANCA TO BEYONCÉ: THE LEGACY OF POWER AND GLAMOUR

In 1977, Bianca Jagger made history at Studio 54 with a stunning entrance on a white horse. Carefully staged, this moment captured the audacity and extravagance of the legendary nightclub. More than just an anecdote, it became an iconic image of freedom and celebration. Forty years later, Beyoncé, a visionary artist and queen of pop culture, paid tribute to this legendary moment on the cover of her Renaissance album. Posing confidently on a glittering white horse, she reimagines the glamour and excess of Studio 54 while adding her own contemporary twist. Two women, two eras, one shared spirit of power and freedom.

## KIM KARDASHIAN X JEAN-PAUL GOUDE: A POP CULTURE TOAST

In 2014, Kim Kardashian broke the internet with her iconic Paper magazine cover, shot by legendary photographer Jean-Paul Goude. The image, inspired by Goude's 1976 artwork Carolina Beaumont, reimagined his signature style of exaggerated curves and provocative poses. Kardashian's tribute not only celebrated Goude's artistic legacy but also cemented her place as a modern icon of pop culture, blending nostalgia with her own brand of unapologetic confidence and spectacle.





# FASHION INDUSTRY



Studio 54 has inspired some of today's leading fashion designers. Rick Owens, known for his avant-garde, minimalist style, was inspired by Larry LeGaspi, an iconic designer of the 70s, combined with the flamboyant energy of Studio 54. For 2019, Rick Owens has dedicated an entire collection to him, entitled Larry. He revisited characteristic LeGaspi elements, such as broad shoulders, metallic fabrics, and futuristic sculptural shapes. Owens described LeGaspi as a figure who shaped his adolescent imagination, transforming his ideas of glamour and extravagance into something powerful and iconic. Owens' work illustrates how '70s icons like LeGaspi continue to inspire contemporary fashion, linking the exuberant glamour of the past with modern visions.





### A "SOCIAL FILM SET"

Studio 54 was where the line between cinema and reality blurred. Stars like John Travolta, Sylvester Stallone, and Liza Minnelli came not just to dance but to immerse themselves in its vibrant art scene, drawing inspiration and forging connections in its electrifying atmosphere.



### A SOURCE OF INSPIRATION FOR CINEMA

Studio 54 left a lasting mark on cinema with its extravagant aesthetic and nocturnal energy. Its lighting effects, bold costumes, and decadent atmosphere influenced films like *Saturday Night Fever*, *Boogie Nights*, and *Babylon*. More than just a backdrop, it embodies excess and freedom, cementing its status as a cultural icon far beyond its era.



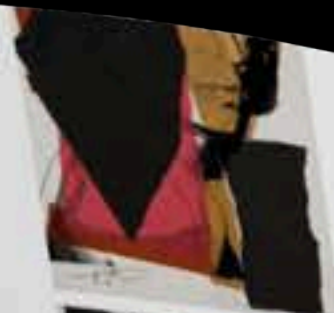
Studio 54, 1977



Babylon, 2022

# CINEMA



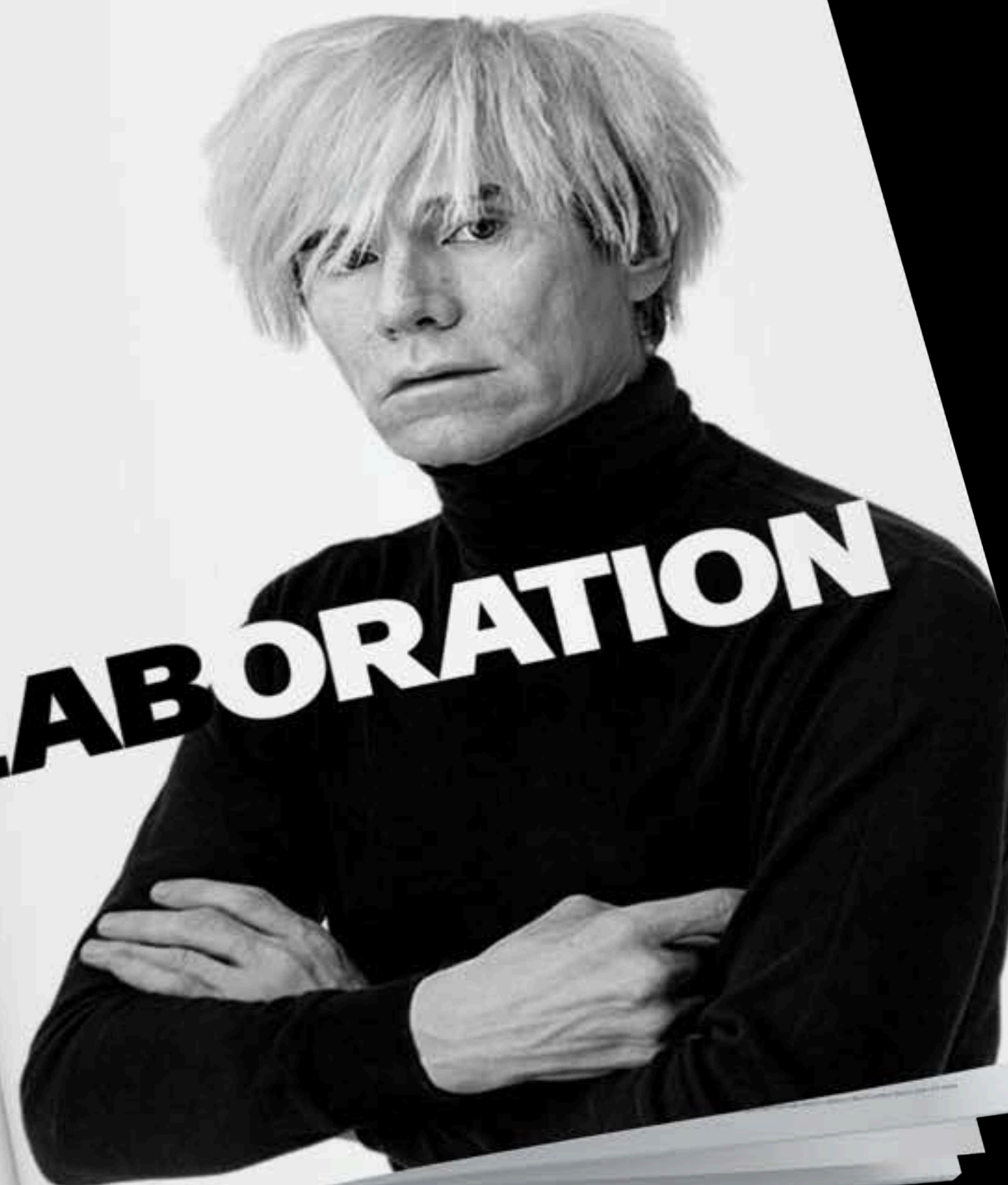


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# ARTISTIC COLLABORATION

It was more than just a party hub; it was an artistic crossroads where creators, musicians, and designers came together. Andy Warhol, a key figure, saw it as an extension of his iconic Factory, a place to foster creativity and connections.

At the club, Warhol built relationships with stars like Liza Minnelli, Grace Jones, and the Jagger couple, often turning them into muses. By blurring the lines between art and pop culture, Studio 54 and Warhol inspired an entire generation.





# THE GROOVE OF STUDIO 54

Studio 54 was the heartbeat of disco funk, blending music, fashion, and rebellion. Tracks like Chic's legendary «Le Freak» defined the era. Born from frustration after Nile Rodgers and Bernard Edwards were denied entry to the club, its groove turned rejection into joy. With its famous «Aaah, freak out!», it became a disco anthem. Studio 54's dance floor pulsed with hits like this, uniting generations under the glittering mirror ball. Disco funk wasn't just music—it was a revolution, its legacy echoing in every beat.



«The track that turned frustration into a musical revolution.»

AAAAAH FREAK OUT  
LE FREAK, C'EST CHIC  
AAAAAH FREAK OUT  
LE FREAK, C'EST CHIC  
AAAAAH FREAK OUT  
LE FREAK  
AAAAAH FREAK OUT  
LE FREAK  
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LE FREAK, C'EST CHIC  
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AAAAAH FREAK OUT





