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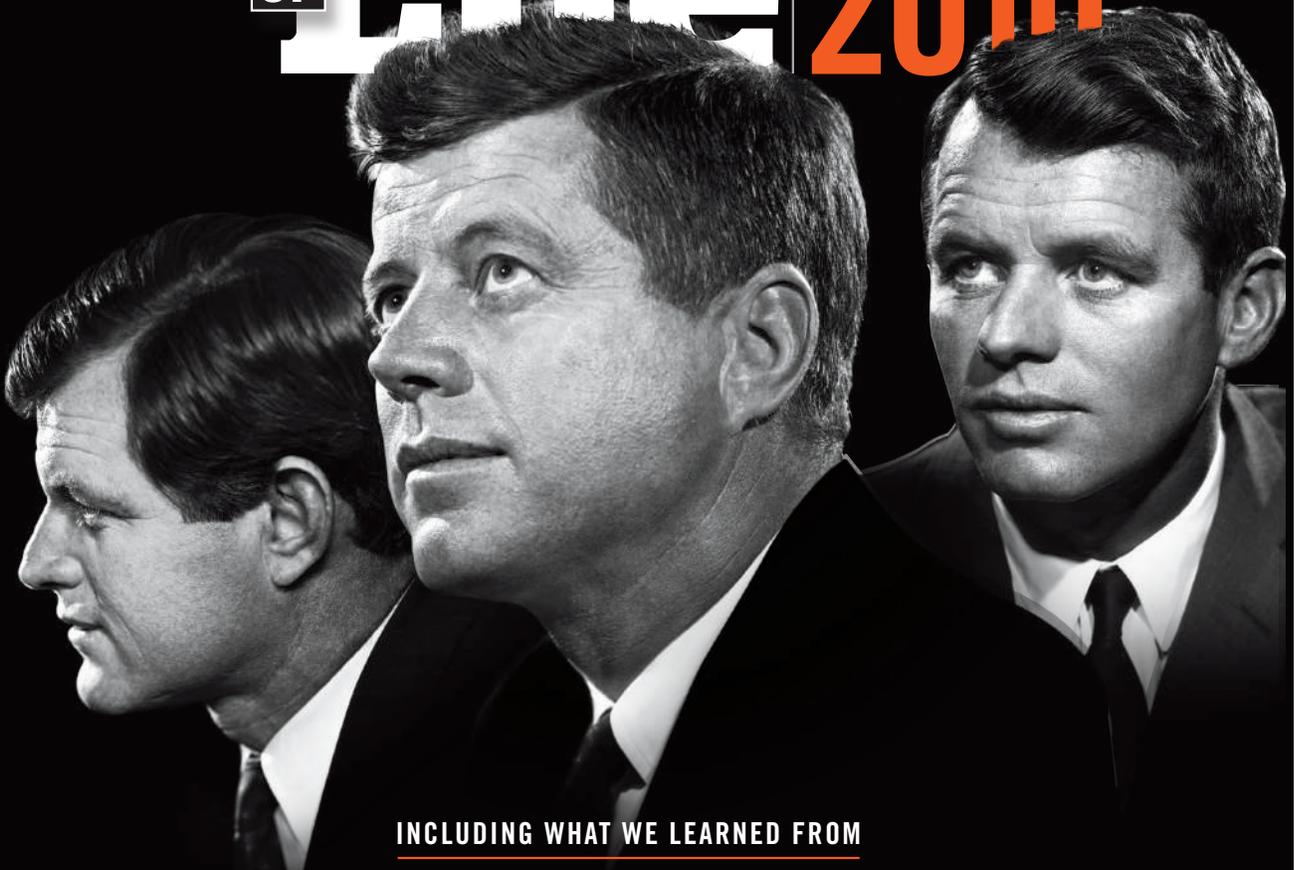
Wisdom & Damn Good Advice

# Esquire

MAN AT HIS BEST

JANUARY 2010

# THE Meaning OF Life 2010



INCLUDING WHAT WE LEARNED FROM

## The Kennedy Dynasty

1947-2009

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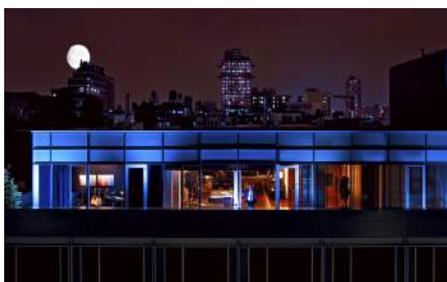
JANUARY 2010

THE MEANING OF LIFE

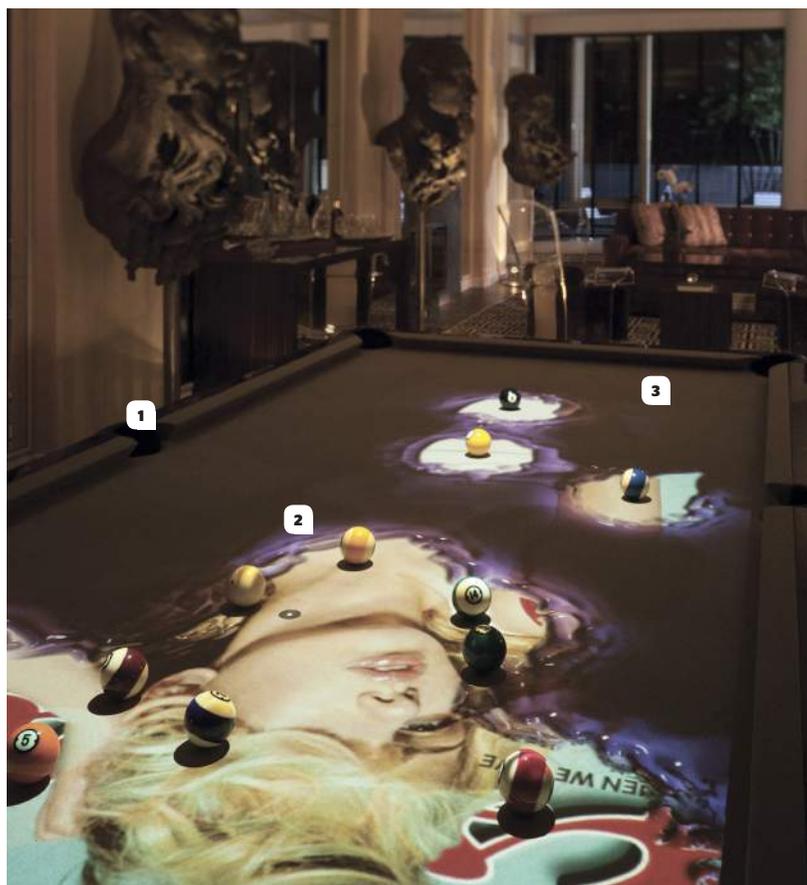
HEARST magazines

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# Esquire Gets a Penthouse

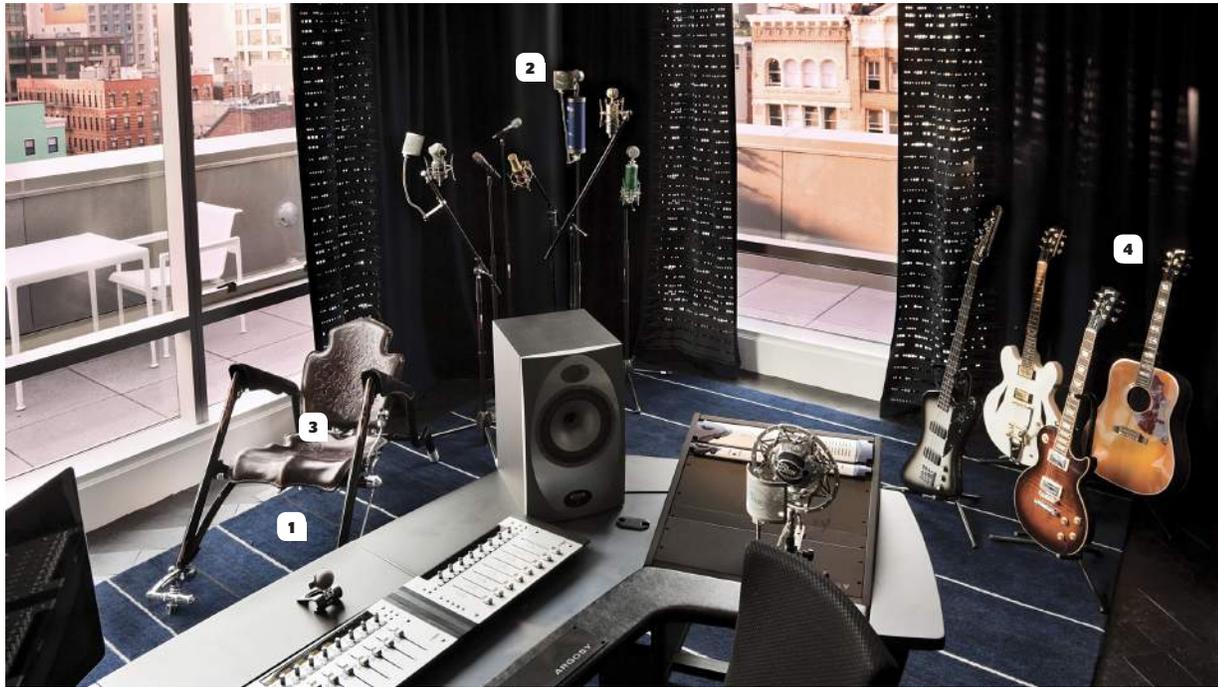


→ **FOR A LITTLE WHILE AT LEAST.** This fall, we took an already remarkable apartment—a 9,000-square-foot penthouse in the extravagant new SoHo Mews building in lower Manhattan—enlisted the help of world-renowned designers and luxury brands, and turned it into the ultimate living space: Esquire SoHo. Along with a 3,000-square-foot wraparound terrace, our penthouse had eight flat-screen TVs, two hot tubs, even crystal Q-tip holders in the bathrooms. All of which, sadly, had to be returned. But not before we threw parties, raised some money for charity, and made a few questionable jokes over the pool table.



## POOL TABLE BY OBSCURA DIGITAL

(1) One of two such tables in the world. The other is in a new high-roller suite at the Hard Rock Hotel & Casino in Las Vegas. (2) The image on the table comes from Obscura's Cuelight, a full-HD projector with motion sensors that track anything below them—a ball, a hand, the beer you didn't realize would stain a \$45,000 pool table—to reveal portions of a hidden picture on the felt (which, for us, was a Sexiest Woman Alive or a Varga girl). (3) Of those who have pre-ordered a Cuelight, a surprising number are "businessmen" from the former Soviet Union.



◀ HOME RECORDING STUDIO  
DESIGNED BY DENISE KURIGER FOR  
DIESEL ONLY THE BRAVE

(1) To absorb sound, the floors are lined with cork, and the carpet and wall upholstery are made of wool. (2) The Blue Microphones Bottle, a \$10,000 professional-grade microphone used by 7westlove and Lil Wayne. (3) The GothRod Chopper Chair, a piece of art made of leather and motorcycle parts that Kuriger chose because it reminded her of the 1980s Maxell ad in which a seated man gets blown away by music. (4) The guitar Kevin Bacon played when he and his brother decided to record an impromptu track.



▶ POKER ROOM  
DESIGNED BY LARRY LASLO FOR POKERSTARS

(1) A \$60,000 Baccarat-crystal chandelier designed by Philippe Starck. Soon after it arrived, we had to bring in a black replacement so the original reportedly could go to the home of the private client who bought it—and so the goth kids wouldn't feel out of place. (2) The poker table (which Laslo designed) is from EGM Green, the same company that made the table given to the 2008 World Series of Poker winner. (3) On the opposite wall are three 32-inch LG TVs that loop gambling scenes from classic movies. (4) None of those scenes involve disembodied hands.

