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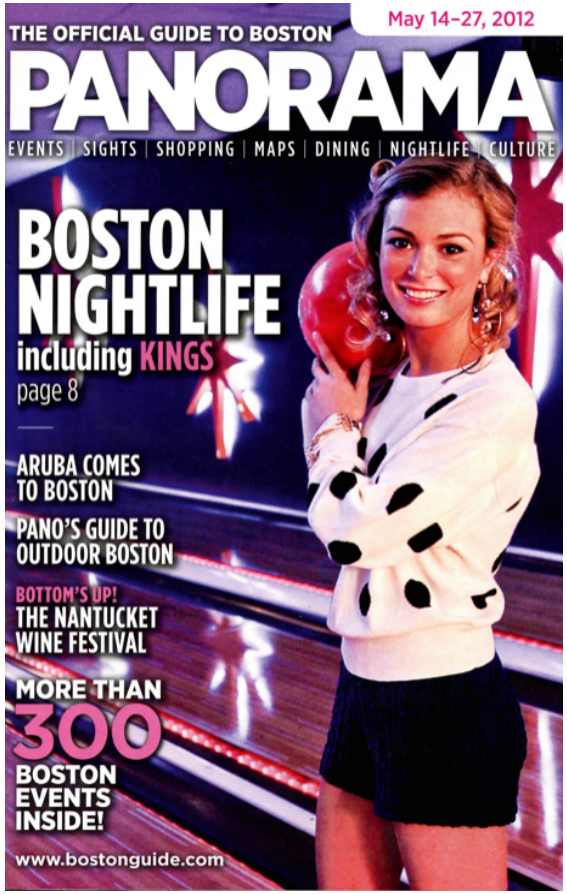

PANORAMA
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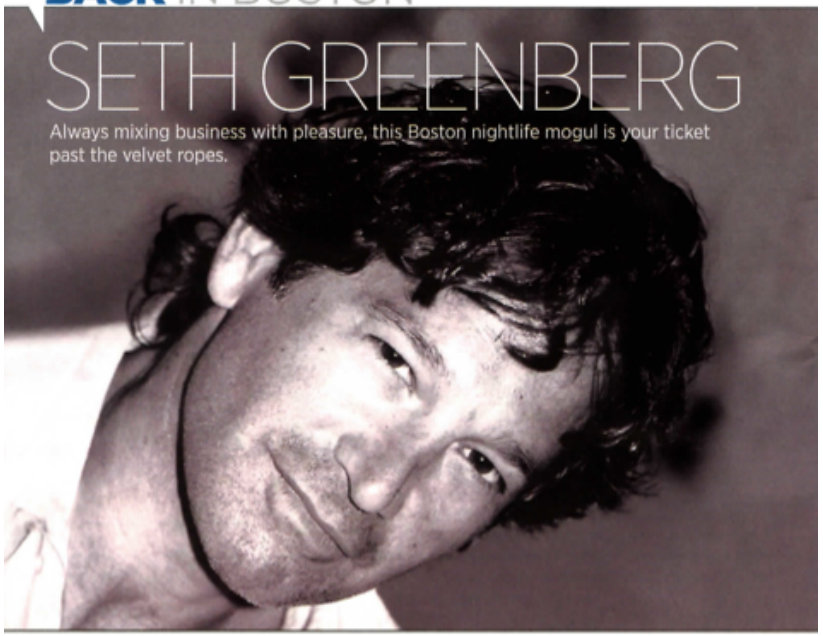
ON THE COVER:
Kings in the Back Bay (*refer to listing, page 51*).

Photo: Sarah Winchester.
Model: Niki Lamparelli.
Stylist: Jessica LePrevost.
Hair: Julia Perkins for Avanti Salon.
Makeup: Leslie Soto for Avanti Salon.
Clothing: LIT Boutique, www.litboutique.com.

BACK IN BOSTON

SETH GREENBERG

Always mixing business with pleasure, this Boston nightlife mogul is your ticket past the velvet ropes.



SETH GREENBERG HAS NEVER BEEN one to rest on his laurels. Though this nightlife impresario owned ten clubs by age 30, Greenberg has continued to expand his reach through restaurants, hotels and nightspots stretching from Boston to Miami Beach.

Greenberg began his jet-set lifestyle at an early age at Miami's posh Cricket Club, to which his family belonged. It was his first introduction to the joys of nightlife.

"The Cricket Club was elegant, fun and chic," remembers Greenberg. "I was captivated by the concept of a private club where everyone felt like they were part of something special."

By age 23, Greenberg had opened his own club, The Paradise, here in Boston, which quickly led to his most famous venture, M-80. "We mixed models with fashionistas, captains of industry with politicians and international students. Black and white, gay and straight. It was everyone's favorite place."

Greenberg also expanded into magazines, helping to establish the still-popular *Boston Common* alongside his associate Jason Binn. The nightlife king has since maintained a presence in the Hub with his celebrated restaurant and tavern, Woodward, at the Ames Hotel.

Greenberg, who divides his time between Boston, Miami and New York, is currently developing a new restaurant concept in Boston's Seaport neighborhood. "The Seaport area is defining an entire new Boston with the expansion and revitalization of the Innovation District."

Considering these many ventures, it seems that there is no end in sight to the reign of this nightlife nabob. "Developing restaurant concepts and hotels are the logical steps in my own personal evolution as a businessman," remarks Greenberg, "but nightlife is in my blood. I'll always be a promoter in my soul."
—*Paul Adler*

"BOSTON HAS MANY UNIQUE QUALITIES THAT MAKE IT FEEL LIKE A EUROPEAN CITY. THE CITY'S DESIGN EXUDES CHARM AND CHARACTER."