

# alter ego

**For Immediate Release**

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[Download photos here](#) Renderings by Gin Design Group

## **Proper House Group Announces Opening of Alter Ego: Reservations Open April 6 for Tampa's Newest Nightlife Experience**

*Email subscribers will receive exclusive access to book their tables starting April 5 for the concept previews*

Tampa, Fla. – April 5, 2024 – Proper House Group (PHG) is thrilled to roll out the maroon carpet for their most ambitious endeavor to date: Alter Ego, a music-forward cocktail lounge. At Alter Ego, the music will move you like it did back in the day. Guests will experience energetic vibes and soulful hospitality that will add PHG's signature vibe to Water Street Tampa's nightlife scene. Reservations for Alter Ego open on April 5, with email subscribers receiving exclusive access to book their tables first. The general public can make reservations starting April 6. Previews for the lounge will begin on April 13.

This marks the group's first nightlife venture led by the visionary Chef Ferrell Alvarez and partners Ty Rodriguez, Myles Gallagher, and Chon Nguyen. As the group continues to solidify their reputation as concept builders, they envisioned a way to elevate nightlife with an experiential, intentionally intimate, music-centric approach that's more than a night out, it's a feeling and an emotion. The venue will encompass PHG's genuine hospitality with a focus on the unexpected design, worldly lineup of music, and innovative beverage program.

PHG collaborated with Gin Design Group, a distinguished interior design studio hailing from Houston, Texas, led by founder Gin Braverman. Acclaimed for designing some of the nation's most eye-catching restaurants and venues, Gin Design Group has crafted a space that transcends the ordinary, setting a new standard in Tampa.

In contrast to its adjacent PHG sister concept, Alter Ego is Ash's dark twin, it's moody, and monochromatic. Guests will immerse themselves in a visual paradox, surrounded

by sleek, backlit architectural forms juxtaposed against sumptuous upholstery. It's an infusion of textures and styles that somehow just work, creating an environment that's alluring, sexy, and inviting. Minimalistic concrete and plaster elements add to the ambiance, leaving a lasting impact and showcasing the fusion of style and substance. For guests seeking additional privacy, a secluded booth is ensconced with a thick, tinted curtain, imparting a surreal ambiance within the enclave.

Alter Ego is elevating the nightlife experience to new heights. Music director Justin Layman, also known as "DJ Casper," will be booking the coolest names in music and bringing in top-tier DJs from across the nation to Alter Ego's booth. The opening lineup includes DJ Epik from Sacramento, California, Angelica Rose, and Rich Medina from Miami, Spreadsheets from Orlando, with more headliners yet to be announced. The intimate setting gives music aficionados exclusive access to performers and the feeling of a private set.

The bar program at Alter Ego defies conventional cocktails, boldly pushing the boundaries of traditional mixology. Beverage Director Jon Howard defines the cocktails as the classics' alter ego, offering a distinctive twist on beloved favorites. With a commitment to using seasonal ingredients to keep the menu fresh, the drinks are as unique as the venue itself. The vessels and libations emulate the edgy and alluring design of the space, promising an immersive sensory experience with every sip.

Matt Pingol is set to be the General Manager for Alter Ego. Boasting almost 15 years of experience in bar and nightlife management, Pingol is poised to enhance the guest experience.

Alter Ego will be open Monday through Wednesday from 5 p.m. until 12 a.m. and Thursday through Sunday from 5 p.m. until 2 a.m. Reservations are recommended, walk-ins welcomed based on availability. For more information, to subscribe to emails, and to make reservations, visit [www.alteregotampa.com](http://www.alteregotampa.com).

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### **About Proper House Group**

Proper House Group, a dynamic Tampa-based hospitality collective, is the creative force behind a variety of acclaimed establishments within the bustling Tampa Bay region. Its portfolio includes the iconic Rooster & the Till, a Seminole Heights gem that has consistently earned Bib Gourmand Awards in the Florida Michelin Guide. Hailed by the Tampa Bay Times as one of Tampa's top restaurants, Rooster & the Till showcases Proper House Group's dedication to approachable yet sophisticated dining. Beyond Rooster & the Till, the group also boasts a diverse range of venues such as Gallito

Taqueria at Sparkman Wharf, The Joinery and Nebraska Mini Mart in Seminole Heights, and Dang Dude and Gordito's at Sparkman Wharf, each underscoring the group's dedication to exceptional dining experiences. Co-owned by Chef Ferrell Alvarez, a 2017 James Beard Foundation semi-finalist for Best Chef South, and esteemed partners Ty Rodriguez, Chon Nguyen, and operations strategist Myles Gallagher, Proper House Group is a pivotal player in the culinary scene with its blend of innovation, passion, and pursuit of culinary excellence. For more information, visit [www.ProperHouseGroup.com](http://www.ProperHouseGroup.com)