



Bagatelle Coachella Program

Coachella Preview Coverage

| Outlet | Impressions |
|------------------------|--------------------|
| Daily News | 562,130 |
| The Hollywood Reporter | 1,490,034 |
| The Wrap | 7,978,235 |
| BizBash | 95,573 |
| Daily Truffle LA | 34,316 |
| Guest of a Guest | 499,420 |
| Cambio | 7,038,668 |
| Yahoo Movies | 952,536 |
| Splash Magazine | N/A |
| The Fabulous Report | N/A |
| OC Weekly | 93,872 |
| Modern Luxury Riviera | 27,793 |
| The Vivant | 15,882 |

Daily News

Photos: 2013 Coachella Valley Music & Arts Festival Area Party Posters

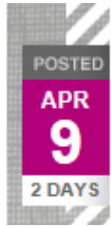


Volt Valley at [the Mirage](#) Featuring Bagatelle Beach: (April 13-14) Night Vision Entertainment and Chevrolet are presenting this two-day VIP party at a private property near the festival. Guests will be able to enjoy cocktails as well as Coolhaus ice cream sandwiches with Patrón infused cream at the Patrón XO Café Igloo. Flavors include Patrón XO Café Coffee Crunch, Patrón XO Dark Salted Chocolate and Patrón Citronge Blueberry Mojito. Guests will also be able to take a ride on the Patrón hot air balloon where they will be offered chilled shots of Patrón XO Café. VEVO TV plans to have a Control Room to view videos and Chevy is slated to host a recharge lounge featuring Pabst Blue Ribbon and Redbull.

<http://photos.dailynews.com/2013/04/photos-2013-coachella-valley-music-arts-festival-area-party-posters/#12>

THE
Hollywood
REPORTER

FASH*track* *By Merle Ginsberg & Elizabeth Snead*



Ready to Rock: THR's Ultimate Coachella Party Guide

WHAT: Volt Valley

WHEN: Saturday, April 13 through Sunday, April 14

WHO: Aaron Paul, Josh Hutcherson, Paris Hilton, Afrojack and Mark Foster were in attendance at last year's Volt Valley at the Mirage featuring Bagatelle Beach. The weekend sponsored by tequila purveyor Patron, with a special activity: a ride on the brand's hot air balloon.

<http://www.hollywoodreporter.com/fash-track/ready-rock-thrs-ultimate-coachella-435678>



Coachella 2013: The Parties Guide

What everyone will be texting, talking and tweeting about in the desert

By Mikey Glazer **What You Call It: The Mirage or Volt Valley**

*Actual Billing: Night Vision Entertainment and Chevrolet present Volt Valley at The Mirage featuring Bagatelle Beach. (*Winner – Most Ridiculous Title*)*

Saturday and Sunday, 12 p.m. - 6 p.m. Skipping distance from the concert.

A menu whose length rivals Jerry's Deli awaits.

Hot air balloon rides with views in to the festival itself (including airborne Patron shots), a zip line over a lake, and a beach paired with an igloo -- "Volt Valley" is going for degree-of-difficulty points.

"It's not like going to a gifting suite and getting brands pushed in your face," producer Brett Hyman of Night Vision entertainment tells TheWrap. "That's the last thing we want," Hyman says of the Chevy-heavy event. "We want it to feel authentic and organic."

Granted, they're floating a Volt in the lake, but that's small compared to creating Seth MacFarlane's 70-piece live orchestra post-Oscars gala in February.

Going up on a 10-acre ranch looking over the shoulder of the festival -- a virgin venue that's never before been Coachella-fied -- Hyman says he's already "raised eyebrows" from festival producers AEG.

"I have an email from AEG/GoldenVoice to one of the main guys at GM saying, 'Hey guys, we'd love you to be a partner over here instead of over at your own event. Feel free to give us a call for 2014.'"

"We'd love artists to use this as a green room, get prepared," Hyman says

With hot temperatures expected, the best preparation will be eating and hydration. Bagatelle Brunch, imported from La Cienega to Indio, is anchoring the nutrition.

<http://www.thewrap.com/music/column-post/coachella-parties-2013-84161?page=0,2>

Coachella Party Preview: What Brands Have Planned for the Music Festival

By Alesandra Dubin | Posted April 8, 2013, 8:15 AM EDT

LOS ANGELES Continuing to defy all recession-related odds, the [Coachella Valley Music and Arts Festival](#) returns to the desert this year with a two-weekend takeover of the Southern California desert; tickets for the first, buzzier weekend sold out almost immediately. That's the weekend most brands pick, naturally, to set up their pool parties and events. And like the festival itself, this year's event landscape continues to evolve.

A couple of major newcomers this year include H&M and ShopBazaar.

For the fourth consecutive year, H&M is an official sponsor of the festival, but it's expanding its presence beyond [the polo](#) fields for the first time to the 40-acre Merv Griffin Estate, where more than 300 guests are expected for performances by Santigold, DJ [Pesce](#), and others on Saturday. Decor will include Moroccan-inspired touches like pillows and rugs set against white poolside cabanas. Rafts will fill the pool, and paddle boats the pond. Meanwhile, on dry land, activities will include ping-pong and bocce ball.

For its part, *Harper's Bazaar's* ShopBazaar will come to life in the form of a three-day shopping experience in the desert, similar to the pop-up created in December at [Art Basel Miami Beach](#). Throughout the festival's first weekend, the event will take over the Jonathan Adler-designed [Parker Palm Springs](#) hotel. Former *Elle* event chief Caitlin Weiskopf is overseeing the event, having taken a post with the magazine earlier this month after a stint with her [own business](#). Madison, ShopBazaar's Los Angeles-based retail partner, will showcase merchandise at the pop-up for quick incorporation of new purchases into festival wardrobes. The main event, a party with music by Mia Moretti, will go down on Friday, with additional events including manicures by London lacquers Saturday, and Herbal Essences' braid bar Saturday and Sunday.

RELATED

[Coachella Marketing Blitz: New Brands Shake Up Party Landscape](#)



[As Coachella Expands to Two Weekends, Brands Stick to the First](#)



Fashion brand Mulberry, on the other hand, will not be back on the scene this year.

As for the returning brands, Armani Exchange has built a reputation as the host of the weekend's most buzz-worthy party and plans to hold the fourth annual Armani Exchange Neon Carnival late Saturday night. If history is any indication, a massive throng will pack [Tradition Aviation](#), an airplane hangar near the festival grounds; to ease the crush at the door, select guests this year can arrange to pick up their [wristbands](#) earlier, even off site in Los Angeles this week. The party will include thrill rides, carnival games, Svedka Vodka specialty cocktails, and music sets by popular DJs like [Jus Ske](#). The night will also celebrate the debut of the special-edition Armani Exchange Color Flash watch and sunglasses collection in neon colors.

Also back for its fourth year is Lacoste, which brings its Lacoste Live Desert Pool Party to a private estate near the festival grounds. The event will include what's being billed as the world's largest polo art [installation](#), where guests will be invited to shoot paint-covered tennis balls at Lacoste's "Polo Gigante." Table tennis and bocce ball also be on offer, and Fiji Water will cool guests down with snow cones and its new straws in water bottles. A pop-up shop will offer major discounts for partygoers.

Kicking things off early on Thursday, *Filter* magazine will return for its 11th annual Yacht Club pre-festival events, produced by lifestyle marketing and branding agency Filter Creative Group and presented by Aerie. (It will also offer a Thursday program ahead of the second weekend.) *Details* and Hennessy will once again join forces for *Details at Midnight*, a late-night Friday event. The Guess Hotel pool party will take to the [Viceroy Palm Springs](#) on Saturday and Sunday, and its after-dark event will draw a crowd on Saturday. [Night Vision Entertainment](#) and Chevrolet will present Volt Valley at [the Mirage](#) featuring Bagatelle Beach, a two-day event at a private ranch to celebrate this year's festival. A Patrón-branded hot air balloon will offer chilled shots of XO Café, and bold guests can even hop on a zip line.

<http://www.bizbash.com/coachella-party-preview-what-brands-have-planned-for-the-music-festival/los-angeles/story/25817#sthash.LO8LhDE4.U9nivzqk.dpbs>

The Daily Truffle

A *Los Angeles* Social Diary

Your Guide to Coachella Parties This Weekend!!

SAT – SUN

Noon – 6p

1230p max Volt Valley Poolside Lounge at The Mirage Featuring Bagatelle Beach

Indio, CA

“Look for a small dirt road called Higgins that intersects Monroe”

Mike McGuiness, EFG PR, and Night Vision being involved with this event give us high holly hopes! Hot air balloon rides, zip line and Coolhaus ice cream treats.

<http://www.thedailytruffle.com/2013/04/coachella-party-list-2013/>

GUEST *of a* GUEST

CALENDAR

2013 » Bagatelle & [Chevy Volt](#) for Voltchella (...)

Bagatelle & Chevy Volt for Voltchella (COACHELLA)

When Sat, April 13, 12:00 pm - 6:00 pm

Where T.B.D.

Admission Invite Only

Description Bagatelle Beach pool party will have live DJs and performances, a hot air balloon ride, zip line, cocktails by Patron and cuisine by The ONE Group.

<http://guestofaguest.com/los-angeles/calendar/2013/april/bagatelle-chevy-volt-for-voltchella-coachella>

Where Vanessa Hudgens, Ashley Benson and Joe Jonas Are Partying at Coachella!

Apr 11th 2013 2:46PM



Coachella may be an annual music fest, but everyone knows it's really all about the parties and atmosphere.

"The first time I went, I thought 'This is heaven.' You just feel completely free," repeat attendee [Vanessa Hudgens](#) says of the scene.

The desert dance party always draws A-list celebrities and this year, they have a ton of amazing soirees. Here's a few fetes we're looking forward to and who's expected to attend them!

The Guess Hotel Pool Party: At this two-day pool party, guests like [Ashley Benson](#) and [Joe Jonas](#) will check out the latest stylish shades from Guess and sip refreshing libations from Pressed Juicery.

Volt Valley at [The Mirage](#) featuring Bagatelle Beach: This weekend-long bash presented by Chevrolet and Night Vision Entertainment at a private estate promises to be over the top, with hot air balloon rides and zip lining! [Lucy Hale](#) can cool off with Patron infused ice cream treats. Count us in!

[Lacoste](#) Live Pool Party: This annual event always attracts a fun, fashionable crowd. Guests like [AnnaSophia Robb](#) and [Chord Overstreet](#) will swim, [play](#) table tennis and bocce ball at a private estate. Lovebirds [Lea Michele](#) and [Cory Monteith](#) attended together last year, but we hear she's

skipping the fest this time around.

<http://www.cambio.com/2013/04/11/where-vanessa-hudgens-ashley-benson-and-joe-jonas-are-partying-at/>

Coachella 2013: The Parties Guide

THE WRAP
Covering Hollywood

What You Call It: The Mirage or Volt Valley

*Actual Billing: Night Vision Entertainment and Chevrolet present Volt Valley at The Mirage featuring Bagatelle Beach. (*Winner – Most Ridiculous Title*)*

Saturday and Sunday, 12 p.m.- 6 p.m. Skipping distance from the concert.

A menu whose length rivals Jerry's Deli awaits.

Hot air balloon rides with views in to the festival itself (including airborne Patron shots), a zip line over a lake, and a beach paired with an igloo -- "Volt Valley" is going for degree-of-difficulty points.

"It's not like going to a gifting suite and getting brands pushed in your face," producer Brett Hyman of Night Vision entertainment tells TheWrap. "That's the last thing we want," Hyman says of the Chevy-heavy event. "We want it to feel authentic and organic."

Granted, they're floating a Volt in the lake, but that's small compared to creating Seth MacFarlane's 70-piece live orchestra post-Oscars gala in February.

Going up on a 10-acre ranch looking over the shoulder of the festival -- a virgin venue that's never before been Coachelli-fied -- Hyman says he's already "raised eyebrows" from festival producers AEG.

"I have an email from AEG/GoldenVoice to one of the main guys at GM saying, 'Hey guys, we'd love you to be a partner over here instead of over at your own event. Feel free to give us a call for 2014.'"

"We'd love artists to use this as a green room, get prepared," Hyman says

With hot temperatures expected, the best preparation will be eating and hydration. Bagatelle Brunch, imported from La Cienega to Indio, is anchoring the nutrition.

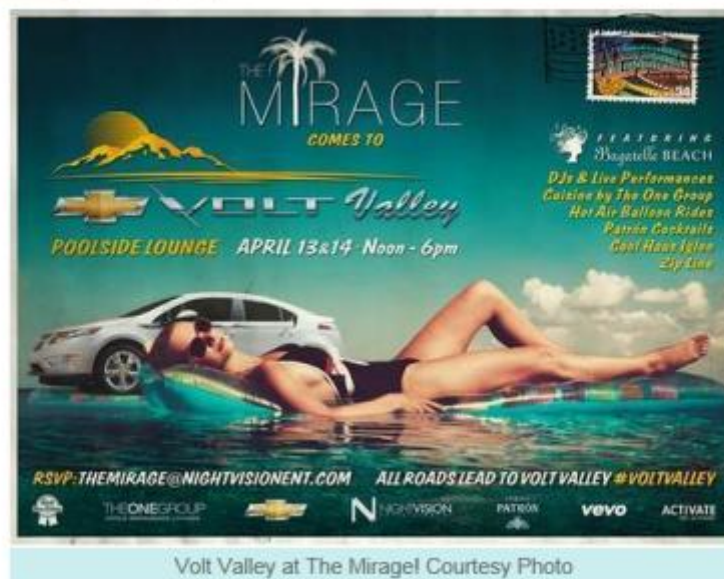
<http://movies.yahoo.com/news/coachella-2013-parties-guide-194327561.html>



Coachella Party Guide - Your One Stop Shop To Surviving The Ultimate Parties In The Desert

By **Mearan Sargent**

Saturday April 13th & Sunday April 14th: Night Vision Entertainment and Chevrolet present 'Volt Valley' at [The Mirage](#) featuring Bagatelle Beach



Volt Valley at The Mirage! Courtesy Photo

Night Vision Entertainment and Chevrolet present "Volt Valley" at The Mirage featuring Bagatelle Beach is an exclusive two-day event at a private ranch to celebrate this year's Coachella Valley Music & Arts Annual Festival.

Volt Valley guests will experience a two-day pool party by infamous hot spot Bagatelle Beach, indulge in specialty cocktails by Patrón Tequila and cuisine by Bagatelle and The One Group, as they enjoy a Patrón XO Café Ice Cream Igloo for dessert featuring Patrón infused Cool Haus ice cream sandwiches including Patrón XO Café Coffee Crunch, Patrón XO Dark Salted Chocolate and Patrón Citronge Blueberry Mojito. Guests will be able to take a ride on the Patrón branded hot air balloon which will offer chilled shots of XO Café to enjoy while in the air and then on the ground, capture your Volt Valley moment at the Patrón Superbooths (photo booth). In addition, Chevy will be hosting a recharge lounge featuring Pabst Blue Ribbon and Rebull.

Located near the Coachella festival, VIP guests have all day to take rides on the zip lines and find new roads at #VoltValley!

http://www.nycsplash.com/publish/Entertainment/cat_index_la_events/coachella-party-guide.php

The FABULOUS REPORT

Coachella Party Guide 2013

Written by [Lorna Solano](#) on April 9, 2013

If you're heading to **Coachella** for the party scene the first weekend is when most of the celebs filled events and celebrations are happening. The second weekend is for the hardcore music lovers. For your party planning purposes (and this is assuming you know people) we've curated a handy list filled with parties.



What's Happening: **Night Vision Entertainment** and **Chevrolet** will host a two-day pool party by hot spot **Bagatelle Beach**, "Volt Valley" at **The Mirage**. Guests will sample specialty cocktails by **Patrón Tequila** and cuisine by **Bagatelle** and **The One Group**.

<http://thefabulousreport.com/0409/coachella-party-guide-2013.html#1>

Coachella's Access to Excess

A road map to the best festival parties, and how to get in (or not)!

6. MIRAGE at volt valley

It's one thing to go to a raging day party and then stop in at Coachella, but imagine being able to be at that raging party while you're watching the action at Coachella . . . from a hot-air balloon!

It's the one perk of the **Mirage** party (formerly called the **Oasis Pool Party**) that just might make this the best auxiliary event in Indio. Located at a super-secret mansion in the unincorporated community of **Vista Santa Rosa**, just five blocks from the festival, the Mirage party treats invited guests to balloon rides that oversee all of the loud, colorful half-nakedness going down. Of course, that's not the only reason tastemakers, music-industry big-wigs and Coachella artists flock to this event hosted by such sponsors as **Chevy Volt**, Bagatelle Beach, Red Bull and Vevo. Erecting a poolside lounge on a lush, 10-acre property, Mirage will satisfy those looking for an action-adventure escape, a royal pig-out session and a glossy, high-end day-club experience. As if the Patrón-sponsored balloon ride weren't enough, picture a zip line ride over a giant lake, with a shiny new Chevy Volt floating on an island in the middle. Add a full roster of poolside DJs, gourmet-food vendors and the quick stumble to Coachella, and you've got yourself one of the best bashes of the bunch. *At a private residence in Vista Santa Rosa—look for the balloon! April 12-13. Invite only.*

Sign up for the Music Newsletter. Keep your thumb on the local music scene with music features, additional online music listings and show picks. We'll also send special ticket offers and music promotions available only to our Music Newsletter subscribers.

<http://www.ocweekly.com/2013-04-04/music/coachella-pool-after-secret-parties-indio-desert-daze/2/>

MODERN LUXURY
RIVIERA
SAN DIEGO

Desert Dish

David Morris | Photo: Courtesy Image | April 5, 2013

Take a peak at Coachella's most coveted !

4. Saturday and Sunday, Night Vision Entertainment and Chevrolet rent out a ranch and present [The Mirage](#) at Volt Valley, styled similarly to Vegas' new Bagatelle Beach. Patron will flow and bites from The One Group (owners of Bagatelle and STK) will be on offer, plus cool downs (Patron XO, Café and Citronge flavored ice cream sandwiches) for cool kids from Coolhaus Truck. As if the invite weren't enough, to get above it all guests can take a hot air balloon ride and capture a bird's eye view of the Coachella Valley (Patron Café shots included). And let's not forget the zip lines! *Location: Undisclosed. Invite only.*

<http://www.modernluxury.com/riviera-san-diego/story/desert-dish>



THE VIVANT

The Ultimate Party Crasher's Guide To Coachella 2013

With the hottest music festival of the year, Coachella, kicking off this week in Indio, California, we've assembled a list of the hottest parties including H&M's Moroccan themed bash and Guess' must attend pool party.

Not to toot our own horn but one of the best parties during the festival will definitely be our party—a series of events at the StyleCaster Stylehaven house in collaboration with UGG Australia, which will include BBQs, massages, and even a mimosa bar.

Click through the gallery above which takes you through the best parties starting Thursday, April 11.

For those content with watching the action from the sidelines be sure to check in with us for Coachella party coverage throughout the week.

Bagatelle & Chevy Volt for Votchella at The Mirage

The Details: This event is being held on a 10-acre ranch on **April 13 and April 14**. Expect top DJs, hot air balloon rides, a zip line, and cocktails and food by The ONE Group.

Odds Of Getting In: The address is only being given to guests that RSVP. You do the math on that. Link up with a connected friend and you might just have a shot. 30/100.

<http://thevivant.com/the-ultimate-party-crasher-guide-to-coachella-2013/>