LIFE'S A PARTY

for NICHOLAS FRANKL

CEO of My Yacht Group Brings a Party Fit for Royals to Austin, Texas

EDITORIAL AND INTERVIEW CONDUCTED BY LINdsey J. Wiese PHOTOS COURTESY OF Taha Mukaddam

MarketPlace and creator of My Yacht Club, Frankl hops around the world throwing champagne-filled parties for the world's elite. Jet-setting to events like Art Basel, the Cannes Film Festival, and the Monaco Formula 1 Grand Prix to sip Patron with princes, actors, and professional athletes -all while benefiting local charities- is all in a day's work Austin's own F1 U.S. Grand Prix drew Frankl back to

icholas Frankl quite possibly has the best job

in the world. As Founder of Entertainment

Texas, and he's brought a bit of that international luxury

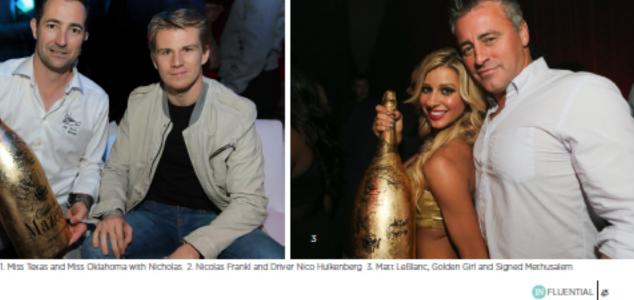
with him via My Yacht Club, a three night Monaco-style nightclub that returned to Ballet Austin November 15-17, 2013. Going strong well past 4 a.m., the event was complete with famous guests glamorous Comte de Mazeray "Golden Girls," a DJ flown in from Monaco, a \$50,000 private table, and a whole lot of international flair atypical to Austin. Upon meeting him, Frankl strikes you as a confident

man with a lot to say and not bashful in the least about dropping names, titles, even financial status of clients who attend his sophisticated nightlife experience.











IN SOCIETY

to hand it to a man who can carry on a conversation with the Prince of Monaco, celebrate with Grand Prix World Champions and party with Matt LeBlanc all in the same Additionally, Frankl founded the first Hungarian 2 & 4 man bobsled team and piloted HUNI in three Olympic Games. He's also quite passionate about cars and has

He seems quite comfortable in this ultra-exclusive

private yacht hospitality platform he's created. You have

raced at an amateur level. Here's a slice of his recent conversation with InFluential Magazine: InFluential Magazine: With your racing past and experience within the F1 world, can you describe the emotions a driver goes through during a race?

Nicholas Frankl: It really is about having confidence in your team and in your car. You have to push yourself and your machine to extremely high levels. When you've got the momentum behind you, it almost becomes second nature, it gets easier & easier. A happy team is a winning

In Mag: With your racing background (both cars & bobsled), it sounds like you have that infamous "need for speed." What does it feel like to go that fast? now I'm into airplanes as a private pilot. After that, I don't know...maybe jumping out a helicopter with a batsuit on?

NF: I moved from amateur racing to car testing, to bobsled racing, to 3 Olympic games, to motorcycles, and

The life of speed & happiness. I get a thrill out of seeing

In Mag: If you had to trade places with one of your

yacht party guests, who would it be?

top of the world. Any one of the top 20 F1 drivers are masters of the universe for however long their career lasts. Also, I would love to go into space as an astronaut. A hero of mine is Buzz Aldrin. In Mag: What about your My Yacht Club concept makes it attractive to locals? NF: It's about them being able to experience something

NF: Sebastian Vettel is the 4-time World Champion

and driving the world's best racing car. Young and on

very unique; we're only there for the weekend. It gives the locals the opportunity to have a very decadent

experience in their own hometown.

In Mag: What's one of the wildest things one of your party guests has ever requested? NF: We had one guest -an American-- a few years ago...he wanted a Rolls Royce and a Ferrari both to be

waiting for him upon arrival so he could drive whichever car suited his mood.

In Mag: James Bond requests his martini 'shaken, not stirred,' what would you recommend as a signature drink? For instance, what is the drink of choice for a princess? NF: The Princess of Monaco actually loves Comte de

Mazeray champagne, she asked me to send a case to the palace. It's one of her favorites. Patron XO Café is a favorite of mine. In Mag: Which Royal would make the best F1 driver?

NF: (laughs) Probably Prince Harry - he's the James

Hunt of his generation. He'd be very fun to hang out and

party with!

48 🚯 FLUENTIAL

happy people.