

LIFE'S A PARTY

for

NICHOLAS FRANKL

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

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PHOTOS COURTESY OF Taha Mukaddam

Nicholas Frankl quite possibly has the best job in the world. As Founder of Entertainment 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 for him.

Austin's own F1 U.S. Grand Prix drew Frankl back to 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 Mazaray "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.



1. Miss Texas and Miss Oklahoma with Nicholas 2. Nicholas Frankl and Driver Nico Hulkenberg 3. Matt LeBlanc, Golden Girl and Signed Mechusalem

IN SOCIETY

He seems quite comfortable in this ultra-exclusive private yacht hospitality platform he's created. You have 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 night.

Additionally, Frankl founded the first Hungarian 2 & 4 man bobsled team and piloted HUN1 in three Olympic Games. He's also quite passionate about cars and has 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 team.

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?

NF: I moved from amateur racing to car testing, to bobsled racing, to 3 Olympic games, to motorcycles, and now I'm into airplanes as a private pilot. After that, I don't know...maybe jumping out of a helicopter with a batsuit on? The life of speed & happiness. I get a thrill out of seeing happy people.

In Mag: If you had to trade places with one of your yacht party guests, who would it be?

NF: Sebastian Vettel is the 4-time World Champion and driving the world's best racing car. Young and on 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 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 Mazaray 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!