

The Mob, The Music, and The Most Famous Dance Club of the 60s

In the heart of New York City, during the turbulent and transformative decade of the 1960s, a dance club emerged that would forever leave its mark on the city's cultural landscape: The Mob.



Peppermint Twist: The Mob, the Music, and the Most Famous Dance Club of the '60s by Joel Selvin

★★★★☆ 4.3 out of 5

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Founded in 1963 by three friends with a shared passion for music and dance, The Mob quickly became a mecca for both musicians and dancers. Its eclectic mix of live music, ranging from jazz to rock to soul, attracted a diverse crowd of artists, celebrities, and socialites. The club's intimate atmosphere and pulsating energy created a unique and unforgettable experience for all who entered its doors.

The book "The Mob, The Music, and The Most Famous Dance Club of the 60s" tells the captivating story of this legendary venue through the eyes of those who were there. Interviews with musicians, dancers, clubgoers, and

staff paint a vivid picture of the club's vibrant atmosphere and its profound impact on the music scene of the era.

The Founding of The Mob

The Mob was founded by three young men: Michael Franzese, Steven Rubell, and Ian Schrager. Franzese was a businessman with a passion for music, Rubell was a former stockbroker with a keen eye for talent, and Schrager was a designer with a knack for creating stylish and inviting spaces.

Together, they envisioned a club that would be unlike anything else in New York City. They wanted a place where people could come to dance, listen to great music, and socialize in a relaxed and sophisticated setting.

They found the perfect location in a former warehouse in the heart of Manhattan's East Village. The warehouse was transformed into a sleek and stylish club, with a spacious dance floor, a stage for live performances, and a mezzanine level with private booths.



The Music of The Mob

From the moment it opened its doors, The Mob became a magnet for musicians. The club's diverse booking policy meant that anyone from up-and-coming local bands to international superstars could be seen performing on its stage.

Some of the most iconic acts of the 1960s graced the stage of The Mob, including The Velvet Underground, The Doors, Jimi Hendrix, Janis Joplin, and The Grateful Dead. The club also played a pivotal role in the development of the psychedelic rock scene, hosting legendary bands such as Jefferson Airplane and Cream.

The Mob's eclectic mix of music created a unique and unforgettable atmosphere for dancers and music lovers alike. The club's resident DJ, Ritchie Birkenhead, was known for his eclectic sets that could seamlessly blend jazz, rock, soul, and even classical music.

The Scene at The Mob

The Mob was more than just a dance club; it was a social scene unto itself. The club attracted a diverse crowd of artists, celebrities, socialites, and bohemians. It was a place where people could come to dance, listen to music, and socialize in a relaxed and sophisticated setting.

The club's atmosphere was electric, with people dancing all night long to the pulsating beats of the music. The dance floor was a melting pot of cultures and styles, with people from all walks of life coming together to experience the magic of The Mob.

The club also had a reputation for its drug use, which was rampant in the 1960s. While the club's owners did not condone drug use, they also did not actively discourage it. As a result, The Mob became a haven for those who wanted to experiment with psychedelic drugs, such as LSD and marijuana.

The Decline of The Mob

The Mob's reign as the most famous dance club in New York City came to an end in 1969, when it was closed down by the police due to drug-related violations.

The closing of The Mob marked the end of an era in New York City nightlife. The club had been a major force in the music scene of the 1960s, and its closure left a void that was never truly filled.

The Legacy of The Mob

Despite its relatively short lifespan, The Mob had a profound impact on the music and culture of New York City. The club's eclectic mix of music and its lively atmosphere created a unique and unforgettable experience for all who entered its doors.

The Mob's legacy continues to this day, inspiring countless other dance clubs and music venues around the world. The club's spirit of innovation and its dedication to live music have made it a timeless icon of the 1960s counterculture.

The book "The Mob, The Music, and The Most Famous Dance Club of the 60s" is a must-read for anyone who wants to learn more about this legendary venue and its impact on the music scene of the era.



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