

# Circle



{ *pssst, did you hear?* }

## *there's a new kid in town.*

This cat's got more glitz, more funky moves and tighter slacks than Travolta from your daddy's Saturday Night Fever VHS. Scratch under the veneer and you'll find an absolute social dynamo but one who won't leave anyone feeling left out; a player who doesn't really break any hearts; the life of the party who is simultaneously oh-so-chill. The kid's name? ! ***Baby Loves Disco*** !

BLD, though newly born in Japan, is a popular fixture of the family scene in the US. It is a party for disco divas as young as six months old and their savvy socialite parents—a solution for moms and dads who want to go out with the loves of their lives: baby! Each month brings with it a new event complete with an original theme and new activity (i.e. 'Chillout Zone' for the kiddie babes and 'Diva Zone' for the *other* babes). These events jump and jive across various stylish venues around Tokyo, though the constant, explains Nana Kinno (the "Host Auntie") is the great atmosphere: funky, child-friendly and with yummy snacks for both the under- and over-ten crowd. Adults and children meet on the dance floor and move to the beats of a live DJ spinning 70s and 80s hits. The debut event in April even saw blue-Afroed dancers in

slightly tight glitzy attire, encouraging the revival of "the hustle" to the enthusiasm of the kids and the parents. When the kids have rocked their little socks off, they can move on to a chill out play zone with tee-pees, stimulating toys and puzzles, a juice bar and great snacks. There is even a diaper-changing station for the, *ahem*, party-poopers. Though upon first inspection BLD is a wonderland of sensory and social stimulation for the kids, its purpose is to offer families a fun, laid-back afternoon-out that every member can enjoy. Dads can even hang around the bar and chat with kindred spirit about sports, work...and babies! BLD is interaction on many different levels, making everyone feel comfortable. It seems that BLD is somewhat of a disco-revival in the family entertainment market here in Japan. This baby may just grow into something big.

Five lucky families will be rocking away with complimentary Baby Loves Disco tickets. Visit [www.chezvous.co.jp/circle/prizes](http://www.chezvous.co.jp/circle/prizes) to see how you can win.



# 家族でフィーバー!

デパートの催しイベントからディズニーランドまで、週末の家族向けイベントは様々だが、ちょっと今まで見たことのないイベントがある。その名も『Baby Loves Disco』(BLD)。名前が示す通り、BLDは子供連れ夫婦、家族が70年代、80年代の音楽を元を楽しめる「ファンキー」なディスコイベント。普段育児をしながら踊りに行くことなどほとんど無い夫婦が家族揃って遊べるディスコだからすごい。

なかには生後6ヶ月の赤ちゃんまでいるから驚きだ。会場にはちゃんと当時腕を振っていたDJが当時の音楽を生でプレイ。本格的なディスコフロアのすぐ横には子供達の遊び場、ジュースバー、オムツ替え室なども完備されている。いつも育児に忙しい夫婦が自分らの若き頃にタイムスリップし、日頃のストレスを子供と一緒に発散出来るのがBLDの最もユニークなところだろう。詳しくはホームページまで：[www.babylovesdisco.co.jp](http://www.babylovesdisco.co.jp)

五組のご家族に、ベビー・ラブ・ディスコのチケットをプレゼントいたします。  
詳しくは[www.chezvous.co.jp/circle/prizes](http://www.chezvous.co.jp/circle/prizes)