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More Sundance Scene News

BY JILL ADLER

The Village at the Yard- Gone. T-Mobile Cafe- Gone. The Lift- Gone. MySpace Cafe- Gone. The big players in the gifting lounge and party scene during the Sundance Film Festival will redshirt this one. In their stead, the Samsung Galaxy Tab Lift on lower Main Street becomes the title sponsor. Under their banner, Tao will throw a bunch of ESPN parties, Sephora's Studio will gift and pamper and Stella Artois' Cafe will feed the elite.



No More MySpace Cafe for Orlando Bloom

FourSquare, Gowalla and Twitter will be in town stirring up buzz. The Tweethouse was the 'it' place to hang out for the first couple of nights of the Fest last year. All this spells social media madness for attendees and online followers. In a good way, of course.

Gowalla has partnered with the Sundance Film Festival to make custom stamps, pins, and trips. You can also become a stalkerazzi by checking in at various spots throughout Park City for a chance to win prizes. Basically, Gowalla crafts a "trip" for festival-goers. You use the check-in forum to earn pins that you can redeem for prizes or VIP access to events and parties (I see your eyes glazing over right now).

And you'll want to be on those party lists. Rumor has it that there will be more going on at Sundance than the last two years combined. Look for the Bing Bar, The Studio On Main with the Fred Segal Salon, House of Hype Lifestyle Lounge, The Burton House, The Timberland Retreat, Kari Feinstein's Style Lounge and more. Stay tuned as I'll have a tentative top Sundance party list along with a roster of stars to spot if you're cruising up to Park City.

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Posted: Friday, January 14th, 2011 @ 8:58 am

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[Henry Eshelman](#) says:
[January 14, 2011 at 3:42 pm](#)

Dear Jill,

The Cafe lives on, this year under the name "Stella Caf  presented by Food & Wine and Sorel at the Samsung Galaxy Tab Lift." They'll be hosting the usual breakfasts and lunches for Festival swells, as well as receptions for films ON THE ICE, THE FUTURE, ANOTHER EARTH, The Film Society of Lincoln Center and Hammer to Nail, whose founder has the film SEPTIEN at the Fest.

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[Jill Adler](#) says:
[January 18, 2011 at 6:24 am](#)

Ah yes, Henry! Sundance cafes never die, they just assume new benefactors. Can't wait to see what you do with the place. 😊

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[Brett Schulte](#) says:
[January 24, 2011 at 5:29 pm](#)

Tweet House party rocked again, always the best event at Sundance.

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