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Williamsburg moms open Frolic!, a high-end rock n' roll play space for the under-6 set

By ERIN DURKIN

For Williamsburg rockers turned stroller pushers with cash to spare, there's a new spot to let their toddlers tap into their inner rock star.

Two neighborhood moms opened Frolic! - a high-end rock n' roll play space for the under-6 set - on the ground floor of luxury condo building the Edge last week.

"It's definitely a rock n' roll wonderland," said co-owner Carey Balogh, 36. She said more than 100 families have already signed up for memberships, which go for a hefty \$828-1320 a year.

The sprawling indoor playground features a custom-made interactive VW bus, an LED-lighted concert stage, a Rolling Stones-inspired tongue slide, and bouncy "magic psychedelic mushrooms" - not to mention a private lounge serving organic coffee for mom and dad.

"Everything we've done is custom-designed," Balogh said. "You're getting this super high-end experience."

She said the memberships have been snapped up by families in the Edge and nearby condo towers Northside Piers, as well as other Greenpoint and Williamsburg parents.

Their rock n' roll nostalgia is reflected in their tots' names. "It's amazing the names of people who have come in. There are Bowies. One kid's middle name is Dio, for Ronnie James Dio," said Balogh - who named her own son Cash, as in Johnny.

The idea sprung from impromptu playdates in Balogh's basement, which is packed with memorabilia from her husband's 17 years touring as a production manager for groups like the Rolling Stones and Black Sabbath. "Everyone would come over. Everyone would be jamming on guitars," she said.

Besides the playground, there are music classes like the Little Rock-its - taught by a three-person band that has already dropped its own album to be distributed to each participant - and rock history classes covering the gamut from the Beatles to Black Sabbath to Taylor Swift. Custom birthday party packages start at \$750.

The founders said they're looking to appeal to music lovers for whom having kids might have put a crimp in their style.

"I was a huge concert-goer...Even when I was pregnant we were going to concerts almost every night," said co-owner Julia Dawson, 40. "As soon as you have children your life really changes...We're trying to bridge that gap and share an aspect of their lifestyle with their children."