

PEACH BUZZ: The W stands for 'WOW!!!' at hotel party

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"Peachtree Street and 14th is the best piece of real estate in the Southeast not on the water," Noble Investment Group president and CEO Mitesh Shah told Buzz on Thursday night.

That would explain the violet carpet and the crazy 1,263-person guest list packed in for the official unveiling of Shah's W hotel in Midtown.

Whiskey Park nightclub co-owner Rande Gerber was holding court up the stairs in the high-end party playground while Spice Market French chef Jean-Georges Vongerichten was welcoming attendees to his latest culinary creation.

Downstairs, hotel guests were sipping complimentary champagne and nibbling on tiny pork chops and scooping up passion fruit creme brulee.

"30 Rock" actress Katrina Bowden, who plays Tina Fey's assistant on the NBC sitcom, was dazzled by the new Atlanta property.

"I had to come out because I love the W so much," she told us.

OK, so down to business. What's up next season for the Emmy-winning comedy?

"It's going to be interesting with Jack [Donaghy played by Alec Baldwin] possibly not the head of G.E. anymore. The show has been such a great experience. We've learned so much from each other as an ensemble. I've learned a lot about timing."

A few feet away, Atlanta chef Shaun Doty was taking the night off from his popular Inman Park eatery, Shaun's.

"I came here for one reason," Doty told us. "To pay homage to Jean-Georges. He's been such an inspiration to me in my career. I just wanted to thank him and to invite him to Shaun's for a meal. He's a star."

Speaking of which, "Sex and the City" actor Jason Lewis was mobbed by female fans when he turned up at the hotel opening. His character Smith Jerrod emerges in the new feature flick as Samantha's one-time waiter boy toy turned successful actor, playing a hot doc on a "Grey's Anatomy"-like series.

Of his premiere-filled few weeks here and abroad, Lewis told us: "It's been so rewarding to be a part of all this. But I never really knew if I would get the call for the movie or not. I'm always amazed when any film gets made, to be honest. It's been an amazing ride. And the opportunity to play out the evolution of this relationship in the movie is a real tribute to [writer-director] Michael Patrick King's amazing gifts as a writer."

Lewis couldn't help smiling when we pointed out that female fans of the hit HBO show were already packing into movie theaters Thursday night to get their first glimpse of "Sex."

"Isn't that great? I love that people are so into it and that women have something great to go to the movies for. I learned from playing [Smith Jerrod] how to have an opinion without being judgmental. And it's come in handy!"

Lewis and Bowden were later spotted getting cozy on a Whiskey Park couch.

Libertarian presidential candidate Bob Barr kept busy checking out the human vending machine (complete with a gorgeous female attendant inside) and telling those who recognized him: "Don't forget to vote!"

Gnarls Barkley members Cee-Lo and Danger Mouse, along with Outkast's Big Boi and comic Orlando Jones, were busy celebrating Cee-Lo's 34th birthday. One downside of Danger's decidedly low profile? No one immediately recognized him at the invitation-only evening, and the camera-phobic performer initially had trouble gaining entrance to the festivities.

Atlanta Falcon Ovie Mughelli, meanwhile, was super serious about proper color coordination at the opening. Mughelli, clad in an eye-catching suede, lime-hued jacket, drank only Midori sours during the evening.

Among the other notable attendees spotted in the crowd: Tongue and Groove nightclub owner Michael Krohngold, Atlanta doctors Jeffrey and Nancy Gallups, A Legendary Event catering guru Tony Conway (who was hobbling around the soiree after experiencing a leg injury while zip-lining on vacation recently), salon owner Richie Arpino, Collective Soul brothers Ed and Dean Roland, Star 94 general manager Mark Kanov, jewelry designer Mark Edge, WSB-TV news anchor Jovita Moore and Action News reporter Manuel Bojorquez enjoying a rare evening off.