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Hey, baby -- it's time to get your groove on at the clubs. Just don't forget to bring some diapers and a bottle. Oh, Mom and Dad too.

Aidin Vaziri, Chronicle Pop Music Critic
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They were fighting in the lobby, peeing in the hallway and nodding off on the dance floor.

It wasn't the kind of behavior the burly bouncers standing watch over the velvet rope at Ruby Skye, a sleek nightclub in downtown San Francisco, usually tolerate. On Saturday, however, they were simply outnumbered.

Baby Loves Disco, the monthly traveling dance party for swivel-hipped toddlers and their culturally deprived parents, had rolled into town. Shortly after the doors opened at 2 p.m., the place was so packed that Sarah Mallace, who was working the list, had to get tough.

"We've been turning people away," she said, as young parents balancing bottles, blankies and diaper bags waited out front. Strollers were parked four rows deep at the entrance.

Inside the club, Soomee Arikawa bounced under the disco ball to Frankie Smith's "Double Dutch Bus" as her 9-month-old son, Tayme, took everything in from the safety of a BabyBjörn carrier strapped to her chest. "There's nothing else like this," the San Francisco native said. "My whole mommies group is here."

The dance floor was crowded with wobbly small fry from 3 weeks to 10 years old along with their grinning parents, all jiggling, running and shouting to classics by the likes of Michael Jackson, Kool & the Gang, Madonna, the Bee Gees and Prince.



"I think he's delirious because he's missing his nap," said one chic mother, chasing after a screaming toddler with a Mohawk.

In the back, there was a chill-out space for weary kids, complete with books, stuffed animals, oversized couches, healthy snacks and juice boxes. "It's fun listening to the music," said Zack Cherkas, a 6-year-old from San Mateo who was taking a breather.

For adults, there was a spread of hummus, pita bread and sliced carrots, with cocktails available at the bar.

Onstage, emcee Fran Boogie and DJ Sake-1, regular attractions on the Bay Area hip-hop scene, were slowly feeling out the audience after a few necessary volume adjustments. "It's not a real left field crowd," Sake-1 said, "but the spelling and hand movement songs like 'Y.M.C.A.' seem to work really well."

The DJ surveyed the wriggling dance floor. "It's pretty cool. It's, like, Saturday afternoon is the new Friday night."

As kids dressed in sequins, feather boas and onesies stormed the bubble machines, Andrew Hurwitz, the music executive and father of two who brought the event to New York shortly after dancer Heather Murphy Monteith founded the party in Philadelphia in 2004, ran around making sure everyone was having a good time.

"When we started this, we basically wanted to have a party for us as parents," said the 40-year-old, dressed in a spangled silver shirt. "Then it just took off. Every party was packed. Celebrities started showing up. We were so booked, people were buying tickets six months in advance. It became the hardest ticket to get in town."

Since then, Baby Loves Disco parties have sparked a similar reaction in urban hot spots such as Brooklyn, Chicago and Los Angeles. This summer, Hurwitz is taking the franchise to Seattle, Minneapolis and San Diego.

"I just want to give everyone a chance to get out and have fun," he said, handing out gift bags to the bleary-eyed clubbers as they snuck off for their early evening disco naps.

Baby Loves Disco returns to Ruby Skye on July 15 and Aug. 19. Tickets are \$10. For more information, visit