

NEW VENUE SPOTLIGHT: LORING SOCIAL

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A Minneapolis staple with over 30 years in the culinary industry, D'Amico Catering will be opening a new property this March. Located adjacent to Loring Park, **Loring Social** features two main rooms for private events. The formal Waverly Room boasts beautiful views of the Basilica of Saint Mary, a refurbished terrazzo marble floor, oversized vintage elevator doors and glass sconces. It can host 165 people for a reception, 90 for a buffet and 110 for a plated dinner. The Chelsea Room is an urban chic-style space, characterized by 16 elegant chandeliers, exposed brick walls, a large marble bar and a glass garage door that leads to a European-style back alley. As the larger of the two rooms, The Chelsea Room has the ability to host 300 people for a reception, 170 for a buffet and 200 for a plated dinner.

At a preview event in October 2015, guests had the unique opportunity to help name the venue. D'Amico partnered with Lab Minneapolis and Shasta Bell Calligraphy to develop an inspiration wall where attendees were asked to describe the new space in one word. "We wanted to engage the community and generate excitement about showcasing another original Richard D'Amico-designed creative venue for the Twin Cities," says Carolyn Vinup, business and partnership development and venue expansion for D'Amico Catering. "The VIP preview event we hosted in October, while the space was still under construction, was so much fun and provided us with insiders' perspectives into how people were experiencing the space while it was still in raw form. We were able to see how attendees reacted as they moved from one room to the next—formal to urban chic."