



UNLOCK opens up the Greylock Mill redevelopment project in North Adams, Mass. with a New Year's Eve party.

A Rockin’ Party Ushers In Greylock WORKS And 2016

This is not the year to settle for a quiet New Year’s Eve. Not when the organizers of the first-and-only [Greylock WORKS New Year’s Eve event](#) are engaging all resources to create a “choreographed intermingling of energies.” The party, which they’re calling UNLOCK, opens up the Greylock Mill redevelopment project in North Adams, Mass. with an extravaganza featuring a dinner and late-night dance party. Hello 2016!

It was exciting enough last August when the principals of LATENT Productions, an architecture, research and development firm in NYC announced their purchase of the circa 1804 Greylock Mill, a former cotton spinning mill. Their intention is to repurpose and rejuvenate the 240,000 square feet as spaces for food-based entrepreneurial projects, a restaurant and large-scale events. (In the second phase, there are plans for a hotel and condos.)

“To celebrate the amazing potential of Greylock WORKS, the local community and the region, we are fast-tracking construction to make this party possible,” says Karla Rothstein, design director at LATENT Productions and co-founder with development director Salvatore Perry.

UNLOCK on New Year’s Eve will inaugurate the space and let guests get a taste of what’s to come. Since the first phase of the renovation in the former weave shed will largely focus on artisan food production, the evening kicks off with a dinner menu sourced from local farms, served family style at a long communal table. The meal will be



Photo: Angela Cardinali



Thursday, Dec. 31 in the Greylock Mill
508 State Road, North Adams, MA
Sit-down dinner at 6 p.m.; dance party at 8:30 p.m.
\$45 early-bird rate for dance party (\$50 after Dec. 18).
Dinner & dance party: \$195. Dinner-only: \$165.

curated and presented by Mezze Catering + Events, and prepared by Chef Daire Rooney [photo, above].

Following dinner, the dining area will be transformed into a spectacular dance space. DJs, video projections, kinetic lighting, a sunken lounge and cash bars featuring local cocktails (and popular bartenders), plus more local food and beverage vendors will contribute to the energetic intermingling.

Hewing to our region’s spirit of collaboration, UNLOCK is being produced by a core team from the Berkshires and New York including VERBOTEN NYC; Springboard Innovative Event Productions, Berkshire Shenanigans, Main Street Hospitality Group, Mezze Catering + Events and Berkshire Farm & Table.

If driving on New Year’s Eve is hanging you up, you’ll be glad to know there will be a party bus available, with pickup locations in Pittsfield and Great Barrington. Even better, special hotel rates are being provided by Main Street Hospitality Group, with shuttle services to and from each of its properties (The Porches Inn, Hotel on North and The Williams Inn).

It may be a bit rash of us to proclaim this party of the year when it’s actually the first one out, but we go to a lot of events, and if UNLOCK fulfills its promises (and with the collaborators involved, there’s no reason it won’t), we might be hoping it becomes a tradition.



Posted by Lisa Green on 12/14/15 at 03:24 PM