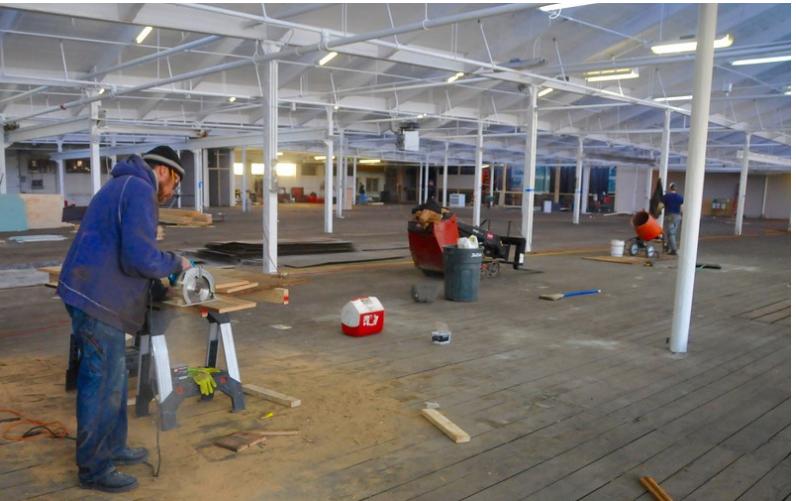


"Greylock Mill owners plan New Year's party featuring dinner, dancing"

The Berkshire Eagle NEWS

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Work continues in the Weave Shed section of the Greylock Mill in anticipation of the Unlock New Year's Eve party. Monday, Dec. 7, 2015. Scott Stafford — The Berkshire Eagle

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By Scott Stafford, sstafford@berkshireeagle.com @BE_SStafford on Twitter

NORTH ADAMS — Owners of the Greylock Mill want a New Year's Eve dinner and dance party at the mill to open up interest in its redevelopment plan.

The party is called "Unlock" and will be hosted in the mill's former weave shed. The mill's owners have accelerated renovation efforts to make the space event-ready.

The first phase of renovation will convert the 65,000-square-foot weave shed into Greylock Works, envisioned as a nexus of food-based entrepreneurs crafting regional and local products under one roof. Greylock Works is anticipated to begin operations in 2016.

"To celebrate the amazing potential of Greylock Works, the local community and the region, we are fast-tracking construction to make this party possible," said Karla Rothstein, design director at Latent Productions and co-founder with development director Salvatore Perry. "We've merged our solid relationships with Verboten and Springboard out of New York City with the on-the-ground expertise of Mezze Catering, Berkshire Farm & Table and Berkshire Shenanigans to form an exceptional collaboration of talent. The choreographed intermingling of energies is sure to create an unforgettable New Year's Eve in this extraordinary space."

According to Angela Cardinali, founder and director of Berkshire Farm & Table and one of the team members producing Unlock, the owners were hearing about a lot of interest in the redevelopment project and wanted to provide an opportunity for the region to participate in an event in the space. They realized there were no significant special New Year's events planned for the Northern Berkshires, and saw that as an opportunity.

"They were wondering what could be done to introduce the community, bring them into the space to become part of the project, and generate some excitement for what is happening there," Cardinali said. "This event is something I don't think many people have seen before, so it should be a lot of fun."

The sale of the former Cariddi Mill at 508 State Road was finalized in July for \$749,000 to Greylock Works LLC, which is owned by the New York City-based Latent Productions.

Perry and Rothstein plan to repurpose and rejuvenate the 240,000-square-foot mill, some of which dates back to 1870, into a multi-use structure.

They have brought back the mill's historic name, the Greylock Mill, and started work in the former weave shed on the eastern side of the building. On the western end of the building, the partners are in the early stages of planning for a hotel on the lower levels, and residential condominium space on the upper levels. There are even plans to utilize the roof with a year-round greenhouse for growing food. Outside the rear of the structure, a green space for outdoor events is planned.

The former cotton mill was home to hundreds of workers over the years. The buildings have also served as an aluminum manufacturing facility, and once housed a fine-lace weaving operation and a wallpaper manufacturing firm.

But a giant, upscale New Year's Eve shindig is not something that's been done in the building before. And because the space is so unique, and design work and redevelopment will eventually divide up the open space of the weave shed, the New Year's event will not likely happen again, and certainly not in the same form.

"This party really inaugurates the space," Cardinali said.

The evening will begin at 6 p.m. with a dinner sourced from local farms served family style at a long communal table. Curated by Mezze Catering + Events, the dinner will include passed hors d'oeuvres, cocktails and sparkling wine followed by a multi-course meal with ingredients from Berle Farm, The Berry Patch, Mighty Food Farm and Peace Valley Farm, all located within 20 miles of the venue. Local beer, wine and a full cocktail bar will be included in the dinner package. Following dinner, the dining area will be transformed to a dance hall. Additional party guests will begin arriving at 8:30 p.m. into an environment of music and video projection featuring DJ MadaMusic (Adam Post) and Down Deep (Kevin Finn) from Brooklyn's dance music venue Verboten.

Local producers will be vending food at various stations throughout the space. A sunken lounge with sparkling wine bar and clusters of beanbags on the main level will offer respite from the dancing.

Ticket prices include a \$45 early-bird rate for the dance party (available until noon on Dec. 18); \$50 dance party (after Dec. 18); and dinner and dance party tickets for \$195 with dinner-only tickets available for \$165. Tickets are non-refundable. Tickets to the event are available for sale online at Brown Paper Tickets at <http://unlock.bpt.me>.

Hotel rates are being provided by Main Street Hospitality Group with shuttle services to and from each property, including The Porches Inn at Mass MoCA in North Adams, Hotel on North in Pittsfield, and The Williams Inn in Williamstown.

Event promoters Berkshire Shenanigans will have a party bus available with pickups from Pittsfield's Hotel on North for \$12 round-trip.