



New Year's Eve Party - Destination Williamstown

New Year's Eve Party

December 31, 2015 - January 1, 2016 1:30 AM

A MULTI-FACETED, NEW YEAR'S EVE EXPERIENCE IN THE BERKSHIRES' NEWEST EVENT SPACE; EARLY BIRD TICKETS ON SALE THROUGH DECEMBER 18

On December 31, Greylock WORKS, the first phase of the Greylock Mill redevelopment project in North Adams, Mass., will present a public New Year's Eve event featuring a dinner and late-night dance party to ring in 2016. Taking place within the 65,000-square-foot Weave Shed space, the celebratory event will welcome hundreds of guests to enjoy and experience the single-story eastern section of the partially renovated mill.

“We've merged our solid relationships with Verboten and Springboard out of NYC 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,” said Karla Rothstein, design director at LATENT Productions and co-founder with development director Salvatore Perry.

The festive evening will **begin at 6 p.m.** with a dinner menu sourced from local farms served family style at a long communal table under the north-facing, sawtooth roof. Curated and presented by **Mezze Catering + Events**, the dinner will include passed hors d'oeuvres, cocktails and sparkling wine followed by a multi-course meal crafted 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 this portion of the evening. Catering chef Daire Rooney, former chef at Allium in Great Barrington, will prepare the meal. Seats at this one-time-only event are limited. [Click here for more menu details.](#)

Following dinner, the dining area will be transformed to dance in the New Year. Additional **party guests will begin arriving at 8:30 p.m.** into a massive and immersive environment of music and video projection. Rhythms will be spun by DJ MadaMusic (Adam Post) and the deep-bass underground talent of Down Deep (Kevin Finn) from Brooklyn's number-one dance music venue VERBOTEN.

Cash bars featuring local cocktails made with Berkshire Mountain Distillers spirits, beers curated by Bright Ideas Brewing (slated to open on the MASS MoCA campus in early 2016) and wine will be available to guests. To supplement drink offerings, local producers will be vending food at various stations throughout the space. BerkShore Oyster Company will present a raw oyster bar with sparkling wine, Cricket Creek Farm will melt fresh grilled cheese sandwiches and Mezze Catering will offer beef bulgogi in lettuce wraps and pork belly steamed buns. Throughout the night, Springboard will create a transcendent atmosphere, continually unfolding over 100 linear feet of video projection and kinetic lighting across the dance floor. A sunken lounge with sparkling wine bar and clusters of beanbags on the main level will offer respite from the dancing and an opportunity to connect with friends and strangers alike. Last call will take place at 1:30 a.m.

UNLOCK is being produced by a core team from the Berkshires and New York including LATENT Productions; VERBOTEN NYC; Mezze Catering + Events; Springboard Innovative Event Production; Berkshire Shenanigans; Main Street Hospitality Group; and, Berkshire Farm & Table.

The New Year's Eve celebration on Thursday, December 31, will take place in the Greylock Mill at 508 State Road, North Adams, Mass. The sit-down dinner begins at 6 p.m. with the dance party following at 8:30 pm. Special party bus transportation is being coordinated by Berkshire Shenanigans from Hotel on North in Pittsfield. On-site parking is available off Protection Avenue to the east of the mill or off State Road to the west. A drop-off location will be at the new east entrance on Protection Ave.

Ticket prices include a \$45 early-bird rate for the Dance Party (available until noon on December 18); \$50 Dance Party (after December 18); Dinner + Dance Party tickets for \$195 with Dinner-only tickets available for \$165. Please note, tickets are non-refundable. The Berkshire Shenanigans party bus will be available with pickups from Pittsfield (Hotel on North) for \$12 round trip. For more information about UNLOCK, visit the [Facebook events page](#).

Special 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: room and breakfast for \$242+tax; Hotel on North in Pittsfield: superior room and continental breakfast for \$189+tax; The Williams Inn in Williamstown: superior room and breakfast for \$120+tax or a standard room and breakfast for \$99+tax. Please call 413.298.1624 and mention the promo code UNLOCK when booking your reservation.

Tickets to the event are available for sale at Brown Paper Tickets at <http://unlock.bpt.me>. To purchase tickets to the Shenanigans bus, [click here](#).

For information leading up to the event, follow [Berkshire Farm & Table's Facebook feed](#).

Greylock Mill
508 State Road
North Adams, MA 01247