

EVENT MANAGEMENT

More than just a sweet venue

sugarandsugar — the art gallery/private and corporate event space that brought the “art of celebration” to Vancouver—is celebrating its first year anniversary. The **Sugar** brothers, **Jason** and **Damon**, introduced their new concept in art, leisure and entertainment facilities a little over a year ago and it is a hit with the corporate, film, wedding and private markets.

An Über-venue with extraordinary possibilities of transformation, **sugarandsugar** has been attracting event planners and partygoers from both the corporate and private sectors. From corporate launches for products such as Lancome’s *Attraction* perfume and Aston Martin’s DB9 to wedding ceremonies and receptions, from film wraps to seasonal parties, **sugarandsugar** has proven that it has the imagination and creativity to ensure success.

With a chic, minimalist décor setting, a backdrop for inspiring local and international art and design exhibitions, the new venue features two

cocktail bars, upper and lower level cocktail lounges, an interior balcony overlooking the main exhibition gallery and dance floor, a private sun-room, an outdoor patio and a fully-equipped commercial kitchen. Fully-licensed — with a capacity of approximately 300 — **sugarandsugar** is the definitive locale for the quintessential host.

“It’s been a fantastic year for us,” Jason Sugar says. “Word of mouth has it that our place is the hippest, most innovative place to create events. And we’re actually much more than a cool venue — we are in the business of creating and hosting events. I attend every single event to make sure that my clients are having the best possible experience.”

Guests and clients couldn’t agree more, referring friends and associates from around the world. “We get calls from people in Japan wanting to hold private dinners here, or from people in Jamaica who want to get married here. A new multi-media presentation centre



sugarandsugar boasts upper & lower cocktail lounges.

has been installed, and clients use it to show everything from corporate presentations to childhood slideshows, from film screenings to bloopers and outtakes,” says Jason Sugar.

“**sugarandsugar** is not just a venue for rent,” says operations manager **Nicole Bender**. “A special thing about us is that we are fully-licensed, with our own in-house cocktail service. A lot of

my staff blame me for having turned them into cocktail snobs. The fact is that our cocktails are so good and our ingredients are so fine that it’s hard to enjoy one anywhere else!”

Functioning as a gallery by day, sugarandsugar the space is open for viewing from 9 a.m. to 5 p.m., Monday through Friday. For more information visit www.sugarandsugar.com.