



Chicago is the backdrop for a warehouse wedding by Christina Currie Events.

Warehouse Weddings

THE SKY'S THE LIMIT FOR THESE REPURPOSED AND
PERSONALIZED SPACES

WHEN IT COMES TO a couple's big day, distinctive and personalized details set a couple apart—and their wedding venue is no exception. A current trend is to select a warehouse or loft space to celebrate their nuptials. From exposed brick to skyline views, these spaces give couples a chance to experience all of what our great city and surrounding suburbs have to offer.

Lofts showcase newlyweds' styles and present a canvas for creativity. They are meant to complement both the modern Bohemian bride, as well as the glamorous, chic bride. The large square footage fits unique table arrangements and cohesive centerpieces. Warehouses typically have great square footage or open floor spaces. This allows for sectionalizing the grand space into creative experiences for each part of your wedding day.

Vaulted ceilings provide strong acoustics for enhanced entertainment and multimedia capacities. Many loft style venues have skylights bringing in natural light and stunning views. The ideal layout of lofts makes it easy to bring in a variety of customized decor and lighting options to add the perfect charm and grace to each space. They provide a 'blank canvas' for you to bring in anything and everything!

A RUSTIC PALETTE

Warehouses are manufactured from dark wood and industrial beams, setting a romantic and rustic tone for the affair. Although they may not have curb appeal, the endless opportunities for decorating the inside are magical! Many buildings are historic landmarks, enlightening partygoers with their long-standing roots. Newly constructed sites are designed with indoor/outdoor spaces to give an event a stronger sense of wonder and variety. For example, cocktail hour may be held on an open terrace with stunning city views, followed by a formal dinner set up inside. Transitioning guests from one area to another keeps the evening enchanting. Some of the many venues pose as art galleries, musical theatres, or breweries when they're not utilized for events, which promotes culture and interests for return visits.

Most warehouses and lofts require you to work with their preferred vendors—such as for catering, lighting, and valet. Many couples find these



Sarah and Patrick Hillman take their first wedding dance.




Theater-style seating is arranged for the couple's wedding ceremony.



Soft and golden tabletop designs add softness to the warehouse room.

venues to be cost-efficient; but be cautious of additional service charges. Also, consider the many benefits attached to these incidentals. Experienced vendors contracted with warehouses and lofts provide premier products and services, reassuring the bride and groom that their guests will have an enjoyable experience. Staff are polished with the ins and outs of the venue's kitchens, and they are experts with the logistics of the space to handle rental equipment well. Hospitality and smooth space conversion are key components to a seamless and successful affair.

Raw spaces are widely seen in downtown Chicago, but surrounding areas have many options to choose from, as well. Whether it's an old suburban mansion or nature-inspired room, there is something for everyone. If you're looking to host your wedding in a unique space, make sure you do your research. It's important to remember that many of these venues may incur additional costs, so be flexible with your search. Hiring a knowledgeable planner will help you find a desirable location. The sky's the limit when choosing a warehouse or loft space, which ensures you will get that 'awe' factor for your wedding day! 

As Creative Marketing Manager for Christina Currie Events, Nicole Tardif drives the brand through social media, e-communications, and print media. Her creative writing and promotional marketing skills are motivated by her desire to exceed clients' expectations. Learn more at www.christinacurrieevents.com.

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