

# Arkansas Business

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## New Business

### Paint Nite Combines Art With Cocktails

Combine cocktails with a bit of artistic flair and one can find an innovative way to spend a night on the town at a Little Rock restaurant or bar.

The **Paint Nite** craze is now in 87 metropolitan areas in the U.S. and internationally, having recently expanded into central Arkansas.

Paint Nite allows experienced and amateur painters alike to embrace their creative side during a two-hour session of step-by-step painting with a local professional artist.

"Drink creatively," the Paint Nite motto, is intended for a more mature crowd above 21 years of age. While Paint Nite isn't the only Arkansas social painting option, it does offer an atmosphere different from Painting With a Twist, which has locations in Little Rock and North Little Rock.

**Adam Crockett**, an Arkansas artist with 15 years of experience in animation, is the sole artist and licensee at Paint Nite's Little Rock sessions.

Paint Nite co-founder **Dan Hermann** said his business model is a "win-win-win" for local artists, participants and host venues such as Taziki's Mediterranean Café, Gusano's Pizza, Hibernia Irish Tavern and Yaya's Euro Bistro.

"While people are painting and having fun social-



Artist Adam Crockett provides guidance. [SUBMITTED PHOTO]

izing with friends, the bars and restaurants drive traffic in a traditionally slower night and introduce a whole new group of potential customers to their establishment," Hermann said in a press release.

Tickets are available for each event online at [PaintNite.com](http://PaintNite.com). For \$45, an attendee receives all the tools he or she will need to complete a masterpiece — a canvas, easel, acrylic paints and brushes. Participants are assigned various difficulty levels in their painting projects.

The company, based in Boston, offers licensees a chance to start Paint Nite in their areas for about \$3,000 in investment to fund the first 10 events, according to Paint Nite's website.

For more information about finding a Paint Nite event in Little Rock, visit [PaintNite.com](http://PaintNite.com) or Facebook.com/[PaintNiteLittleRock](https://www.facebook.com/PaintNiteLittleRock).

— Brandon Riddle