

THE MONARCH

COCKTAIL BAR & LOUNGE

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The Monarch Cocktail Bar & Lounge Set for Grand Opening on August 25

*Highly Anticipated Kansas City Location Re-imagines the Bar in an
Original Collaboration between Hospitality, Architecture and Design*

KANSAS CITY, MO., August 23, 2017 – World-renowned architect David Manica of [Manica Architecture](#) and the creative team at [Liquid Minded Concepts](#) – General Manager Mark Church, Bar Manager Brock Schulte, Hospitality Director Kenny Cohrs and Executive Chef Theresia Ota – will celebrate the Grand Opening of The Monarch Cocktail Bar & Lounge in Kansas City on August 25, 2017. The Monarch draws creative inspiration from the namesake butterfly, with flights of fancy such as a worldly cocktail menu designed around its global migration paths and a dramatic art installation of 1000 butterflies that greets guests in spectacular fashion.



The Monarch is a space so uniquely re-imagined that it re-defines the category. Entering the Main Bar, the first impression is of elegance and beauty; Manica collaborated with the bar team on every aspect to challenge traditional form and function in the service of a highly social experience and flawlessly executed drinks. Their innovative thinking eliminates the traditional back bar in favor of opening the sight lines around a center bar, designed with an

ingenious, fully-equipped under bar. Approachable from all sides, the center bar has 24 seats serviced by at least two bartenders at all times with an additional team working behind the scenes to ensure a constant flow. A trip to West London inspired the Bar Cart, and allows the team to circulate and make tableside, bespoke cocktails for up to 50 additional guests seated at intimate banquettes. Additional seating for 60 is available in season on The Monarch Terrace, and finally, The Parlour is a private, inner sanctuary open by invitation only. Curated wine, beer and cocktail offerings are all paired with a tempting small plates menu developed by Executive Chef Theresia Ota for the cocktail curious and drinks connoisseur.

The Monarch's Grand Opening will benefit Children's Mercy Hospital based in Kansas City. The venue will donate direct proceeds from the event as well as 100 unique pieces of "butterfly sculpture," designed by Manica Architecture and produced in the new digital fabrication lab of the Kansas City Art Institute. Each butterfly is a direct replica from the chandelier in The Monarch's main room. The pieces will be purchased and signed by attendees of the Grand Opening event, then decorated by patients at Children's Mercy.

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CONTACT US FOR MORE INFORMATION

Details about the cocktail and food menus, as well as reservations and special events, will be updated at www.themonarchbar.com and @themonarchbar. For more information including press queries for interviews, artwork, and a copy of our Media Fact Sheet, please contact Stefanie Schwalb, Stefanie@gregorywhitepr.com.

About The Monarch Cocktail Bar & Lounge

Grand Opening: August 25, 2017, 4808 Roanoke Pkwy, Kansas City, Missouri 64112. The Monarch is a social setting for the cocktail curious and drinks connoisseur, the vision come to life of a team of architects and bartenders who collaborated on every detail. Architect/Owner David Manica of Manica Architecture (Kansas City, London, Shanghai) worked with the bar professionals from day one to design a lively setting to experience Kansas City's most refined cocktails, service and small plates menu. Along the way they re-imagined the bar as we traditionally know it, electing for new approaches such as an open center bar, approachable from all sides with no back bar to obstruct the perfect sight lines of the space. The stylish Main Bar area seats 24 at the bar and up to 50 on intimate banquettes. Guests can choose tableside Bar Cart service for classic, stirred drinks or seasonal drinks creations, that like the flight of the monarch butterfly, span the world over. There is room for 60 on the chic, al fresco Monarch Terrace in season. Behind closed doors lies the Parlour Room, an inner bar open by invitation-only. For more: www.themonarchbar.com and @themonarchbar.

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