

NEWS RELEASE

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The Long Room Opening Soon

*Premier event venue centered around creativity, expression, and community to open
in Plaza Midwood neighborhood*

CHARLOTTE, N.C. (June X, 2023) — The Long Room, a premier event venue housed in a historic building, will open its doors in Charlotte, North Carolina in **early fall 2023**.

This unique space is the product of an artistic collaboration between Charlotte-based professional performing artist Matthew Seneca and former Charlotte Ballet principal dancer Sarah Hayes Harkins. It is available now for fall bookings, welcoming a wide range of events such as weddings, receptions, showers, luncheons, cocktail parties, live concerts, performances, art exhibits, brand activations, creative installations, corporate events, speaker series, and beyond.

Located on Central Avenue on the border of the Belmont and Plaza Midwood neighborhoods, the 2,800-square-foot event space will honor the past and embrace the future through thoughtful and intentional interior design elements. Original details from the 1953 building are featured in the space such as the soaring ceilings, aged brick and concrete walls, four large windows and wrought iron details. A unique viewing balcony overlooks the length of the primary event space where premium amenities set the stage for an event, including a state-of-the-art sprung hardwood dance floor, professional-grade theatrical lighting and sound systems. Additional amenities provided in the rental of the space will include access to a full kitchen with hot box, tables and chairs, bar facilities, and ample parking options.

Brought together by their love for dance, Seneca and Harkins met during the pandemic and spent the last few years teaching weekly Argentine tango classes and building a thriving community with Tango CLT, a local performing arts organization. This community and a memorable night at a social club in Buenos Aires inspired Seneca and Harkins to create a place in Charlotte where the arts can flourish, creativity is fostered and moments are celebrated. Thus, The Long Room was born.

The Long Room will be a community-first space. The owners feel passionately about creativity and artistic self-expression; therefore, they will not have any vendor exclusives and instead will welcome those renting the venue to work with whomever they wish to make the space their own.

Currently under renovations, the venue is located at 1111 Central Avenue in the former Nestlewood Realty office space. For more information, visit www.thelongroomcharlotte.com.

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About Matthew Joseph Seneca

A graduate of the University of Pennsylvania, Matthew Seneca is a classically trained actor and singer, a self-taught guitarist and songwriter, a former certified teacher of the [Alexander Technique](#), and a dancer of Argentine tango. For 14 years, he was a high school teacher during which time he taught everything from English to theater arts to dance. Matthew has been a social dancer for over 25 years and has danced Argentine tango for 14 years, traveling extensively and training with many master teachers. With his dance partner, Sarah Harkins, he founded Tango CLT, an Argentine tango school based in Plaza Midwood, in early 2022. His latest venture, The Long Room, aims to create a space that combines his diverse passions and provides Charlotte with a new venue that celebrates creative expression and community.

About Sarah Hayes Harkins

Sarah Hayes Harkins danced professionally for 15 seasons with Charlotte Ballet, performing principal roles in both timeless masterworks and contemporary pieces in collaboration with world-renowned choreographers. Her extensive experience with ballet also includes choreography, rehearsal direction, teaching and coaching. In addition to her distinguished career in Charlotte, Sarah has performed at The Kennedy Center, The Hollywood Bowl, in Europe, and at the famous Chautauqua Institution, where she was an artist in residence for ten summer seasons.

A native of North Carolina, Sarah was born and raised in Waynesville and attended NC School of the Arts in high school before matriculating into Charlotte Ballet, then called North Carolina Dance Theater, which became her artistic home for her entire career, until now.

Her tango journey began in 2022 during the pandemic when she and Matthew Seneca began exchanging lessons—ballet for tango. This friendly exchange evolved into an enduring and fruitful partnership; last year the two launched Tango CLT, a school for Argentine tango in Plaza Midwood, and now this year they are thrilled to launch The Long Room.