

Wine and Design Announces Opening of Newest South Carolina Studio in Columbia

Written by Staff Writer

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Building on its current success and popularity, Wine and Design has announced the opening of its newest franchise location in the Forest Acres area of Columbia. The company is owned and operated by Natasha Lorick and is on the second floor of Richland Mall located at 3400 Forest Drive.

Columbia is the state capital and largest city in South Carolina. Columbia was the second planned city in the United States and received its first charter as a town in 1805. The city has embraced the arts with its theatres, galleries, dance companies, orchestra, art schools, outdoor art, and murals and is further enriched by the artists who have chosen to call Columbia home. Lorick hopes that her new wine and painting party studio will add to an already rich and diverse art culture that enriches the community and attracts visitors from across the state.

“The City of Columbia has really shown an interest in establishing a greater presence for the Arts and Culture for its citizens,” said Lorick. “I think people in Columbia are always looking for fun and innovative activities for both adults and children.”

Lorick is a graduate of Winthrop University where she earned a degree in Political Science and a minor in Business Management. She worked in the insurance industry for 15 years and opened Wine and Design as a part-time business in June 2012. Corporate staffing changes led to Lorick’s decision to operate the company on a full-time basis and to build on her current clientele. Lorick said that Wine and Design’s proven success and corporate culture convinced her to open a franchise of her own.

“I wanted to be a part of a network that already had a customer base, a set of values that were

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in line with my own, and most importantly, knew where they wanted to go in the future,” said Lorick. “I also liked the fact that the franchises were owned by women who were also trying to find a balance between being a business woman and raising children. I knew that kind of support system would definitely be an asset.”

Wine and Design is a popular business that began in Raleigh, NC in April 2010. The South Carolina franchise is headed by Heather Speizman who, in just one year, oversees operations in Mount Pleasant, Myrtle Beach, Greenville, and West Ashley, in addition to Columbia. Wine and Design offers clients an easy and fun approach to painting. The company provides the canvas, cover up, paints, paintbrushes, and corkscrew and attendees provide a beverage of his or her choosing. First-time painters, aspiring artists, or self-proclaimed pro’s browse the studio’s website to find a painting they would like to replicate. Sessions are led by local artists that guide participants through a carefully-orchestrated, step-by-step process that promises a finished “masterpiece” at the end of the two-hour session. Painting classes begin at \$35. Lorick says that first-time painters shouldn’t be intimidated or overwhelmed by the prospect of creating a painting on their own.

“Our main objective is to provide fun art entertainment for the next two hours while allowing customers to participate in a new form of creative expression,” said Lorick. “We actually love it when we get ‘first-timers’ [painters] because of their reaction at the end of class. Most are amazed to see what they were able to create from a blank canvas.”

Wine and Design Columbia is planning to mirror the format of its parent studio by offering date nights, paint your house and paint your pet nights, and booking private parties. The studio also plans to be very active within the community by hosting fundraisers and its “Paint It Forward” program where the studio gives back to the community every month. Lorick added that she will also be adding several “regional” paintings that celebrate the area including paintings of the Capital Building, Gervais Street Bridge, the Columbia skyline, as well as University of South Carolina-themed paintings.

In addition to adult classes, Wine and Design Columbia also offers Art BUZZ Kids classes which are tailored to children and young adults. The studio offers their “famous” Art BUZZ Kids Camp, special painting classes, and hosts birthday parties. The studio is open Monday through Sunday from 9:00 a.m. to 9:00 p.m. and is currently accepting reservations for April painting sessions. To view available paintings and to register online, visit www.wineanddesignus.com/columbia. For additional information, call (803) 661-9015.