**The Facts**

**Location** 221 Camp Street, New Orleans, Louisiana 70130

 Central Business District

**Telephone** 504.553.9550

**Website** www.ihhotel.com

**Social Media** Instagram & Facebook: @loaneworleans

**Owner** Sean Cummings

**Interior Designer** LM Pagano

**Architect** Brooks Graham

**Mixologist** Alan Walter

**Media Relations** Simone Rathlé | simone@simoneink.com

**Date of Opening** Established in 1998

**Venue** Set to a mesmerizing backdrop of flickering candlelight, named for the divine spirits in Voodoo and serving imaginative spirits from small batch distilleries and vineyards, ***loa*** is a destination bar. It has become a nightly gathering place for creative local artisans and entrepreneurs flocking to the city in unprecedented numbers. With local insight and eclectic sensibilities, Pagano deftly integrates influences from parts of the world that have contributed to New Orleans’ cultural richness – Italy, Spain, France, Africa – along with local elements that single out a distinct time and place. Within the glowing atmosphere, in cozy arrangements encouraging lounging and whispers, clusters of crimson cut-velvet chairs and settees beckon, anchored by a whimsical sofa-in-the-round, all by Pagano. A dozen diminutive ottomans, similarly upholstered, are easily arranged at will to suit the impromptu dynamics of intimate conversation. A Calcutta-gold topped altar and cocktail tables infuse the atmosphere with a creamy gleaming opulence against the predominantly plush red palette.

**Menu** “Spirit Handler” Alan Walter can be found behind the bar among a variety of fresh herbs, floral, and other vegetation that lend to his apothecary-like operation. The concoctions on Walter’s colorful list of “**Potations**” and “**Preparations**” at loa often involve at least a drop or two of one of his nearly twenty proprietary syrups, condensing and preserving the flavors of his myriad ingredients in a [usually] sugar-based liquid. The syrups are created on a rustic camp-stove powered by a can of butane, right on the bar. The flavor being captured might be Pine Needles, picked that morning over in City Park; or Caramelized Pandan Leaf from his favorite Asian market. The potions unite Walter’s inspired passion for cocktails with his natural affinity for botany and cooking. Add to that his flair for drama, innate creativity, and impeccable palate, and these syrups have got as much as they give.

**Reservations** Reservations are recommended and can be made by phone.

**Parking** Street parking and Valet parking are available.