



# *Mezcla 33* **Project Proposal**

More than just a place for drinks.  
An open mic for musicians, artists, and chefs—where flavors,  
sound, and creativity collide.

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## CONCEPT OVERVIEW

Mezcla 33 is where flavors, music, and creativity collide. A high-energy, immersive space that blends Latin-inspired small plates, craft cocktails, and a deep love for vinyl culture. More than just a bar, it's an open mic for chefs, musicians, and artists—a constantly evolving experience.

The atmosphere is raw yet intimate, unpretentious yet magnetic. Guests sip mezcal/bourbon, nibble on bold bites, and move to the rhythm of carefully curated DJ sets. The walls tell stories through rotating art, while the open kitchen keeps the energy alive—chefs interacting, plating, and setting an intimate culinary performance.

# *MEZCLA 33*

Mezcla is the Spanish word for "mix," representing the fusion of flavors, music, ideas, and people that define Mezcla 33. The name draws inspiration from "mix table" and "mix tape," capturing the spirit of collaboration, spontaneity, and creativity. It also reflects the unique blend of Hai, Chris, and Floyd, each bringing distinct expertise, energy, and passion to the concept.

The number 33 is a nod to vinyl culture, 33 $\frac{1}{3}$  RPM refers to the speed at which a long-playing (LP) vinyl record spins on a turntable defining the warmth and depth of analog sound. It also symbolizes the three core elements of Mezcla 33—music, food, and art—as well as the synergy between the three founders, creating an experience that is constantly evolving yet deeply rooted in its identity.

# THE TEAM



## IAN FLOYD

Originally from London, Ian spent over a decade navigating the real estate market before transitioning into business development consulting. Since moving to New York in 2015, he has played a pivotal role in launching and expanding multiple businesses, including Casa Mezcal and Amaya Nightclub.

His expertise in business growth, branding, and venue operations has helped shape some of the city's most dynamic nightlife spaces. His strong connection to the mezcal world and deep knowledge of nightlife make him an invaluable force in shaping Mezcla 33's vision.

# THE TEAM

## CHRIS WAGENLANDER

A seasoned chef with over a decade of experience, Chris has honed his craft in some of New York's most acclaimed kitchens, including Corton, Nobu, and Casa Mono, a Michelin-starred tapas restaurant where he spent over five years. His expertise in Spanish cuisine and passion for bold, innovative flavors led him to be part of the opening team at Catch Steak.

As co-owner of Evil Katsu, a successful East Village restaurant, Chris is ready to bring his deep culinary knowledge and love for bourbon—rooted in his Kentucky heritage—to Mezcla 33, curating a menu that brings the art of tapas-style dining to life.



# THE TEAM



## *HAI OLIVEIRA*

Hai developed and maintained her own brands both as a model and as the co-owner of Loha Vete fashion brand before transitioning into the culinary world. She graduated in both Culinary Arts and Culinary Management at the Institute of Culinary Education, and worked in Michelin-starred kitchens like Blanca, Casa Mono, and Agern.

As Sous-Chef and co-owner of Evil Katsu, she blends her restaurant experience with her passion for marketing, having recently completed a Digital Marketing course at Columbia University. A proud Brazilian, Hai brings the true Latin passion, energy, and flavors to Mezcla 33.



# *CORE ELEMENTS – Food & Drink Program*

A vibrant menu of Latin-inspired small plates, crafted for sharing and bold flavors. Signature dishes include Espetinhos—Brazilian skewers with a Japanese twist, grilled over a yakitori konro for deep, smoky flavors. Fresh oysters get a Latin spin, finished with a pico de gallo mignonette for a bright, tangy kick.

The drink program highlights Mezcal and Bourbon, featuring an exclusive bottle selection and craft cocktails that showcase their bold, complex flavors.





# *CORE ELEMENTS - Music & Vinyl Experience*



Vinyl isn't just music at Mezcla 33—it's part of its soul. Vintage records, speakers, and album covers shape the decor, while a curated selection of Latin jazz, deep funk, and vintage rock sets the tone. More than background noise, it's a shared experience, bringing people together through deep cuts, live mixing, and an atmosphere that shifts between high-energy and laid-back lounge vibes.

# *CORE ELEMENTS – Guest Chefs & DJ Nights*

While Mezcla 33 offers a solid menu, our guest chef series keeps things exciting—inviting culinary talents to take over our open kitchen for exclusive nights with unique, limited-seat menus.

On the music side, rotating DJs bring fresh energy and diverse sounds, ensuring an evolving experience while keeping space for regulars to enjoy their favorite vibes.



# *CORE ELEMENTS - Art & Community*



Mezcla 33 is a space for expression and connection, set in a neighborhood shaped by legendary artists and music history—from Basquiat, who lived right around the block, to the original CBGB on Bowery, this part of town is built on artistic rebellion.

Our rotating art wall keeps that legacy alive, shifting between photography, paintings, and mixed media, ensuring the space is always in motion. It's more than an exhibit—it's a living, breathing tribute to the artists, musicians, and rule-breakers who shape this city.





## MEZCLA 33 - MOODBOARD