

private  
dining  
guide

 alter ego



Alter Ego is a music-focused cocktail lounge driven by energetic vibes and soulful hospitality. Designed as a bold contrast to its adjacent sibling concept, Ash, Alter Ego blends a curated musical experience with a striking monochromatic aesthetic, offering both intimate seating and lively social spaces. Created by Ferrell Alvarez a 2017 James Beard Foundation semifinalist for Best Chef: South alongside entrepreneur Chon Nguyen, Alter Ego delivers an immersive nightlife experience where elevated cocktails, sound, and atmosphere come together seamlessly.





## cocktail hour

Host an unforgettable cocktail hour at Alter Ego designed for elevated social experiences. With its monochromatic aesthetic, curated soundscape, and a balance of intimate seating and energetic gathering spaces, Alter Ego offers a distinctive backdrop for private celebrations, corporate mixers, networking events, and pre-dinner receptions.

Guests can enjoy handcrafted cocktails, chef-driven light bites, and soulful hospitality in a setting that feels both refined and vibrant. Whether you're planning an intimate gathering or a full venue experience, our team works closely with you to create a seamless and memorable event tailored to your vision.



**semi  
private**

Planning something special? For gatherings under 35 guests, we've got you covered. Whether you're celebrating a birthday, hosting a fun night out, planning a team outing, or just bringing friends together, Alter Ego offers the perfect semi-private event space for a memorable experience.

Enjoy great vibes, craft cocktails, and an atmosphere designed for good times all with a little extra space to make it your own.




## full venue buyout

Transform Alter Ego into your own private nightlife experience with a full venue buyout. Designed for high-energy gatherings with elevated hospitality, Alter Ego offers a one-of-a-kind setting where music, cocktails, and atmosphere come together seamlessly.

Ideal for celebrations, corporate events, brand activations, wedding after-parties, and private receptions, a full buyout provides exclusive access to the entire lounge including intimate seating areas, social gathering spaces. Our team collaborates closely with each host to curate a personalized experience tailored to the tone and vision of the event.

Guests can enjoy handcrafted cocktails, chef-driven culinary offerings, curated music programming, and attentive service throughout the evening, creating an experience that feels both sophisticated and unforgettable.



interested in booking an event?  
contact:

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