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Ald. Jonathan Brostoff
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New Entertainment Venue Coming to Milwaukee's East Side

Today Alderperson Jonathan Brostoff joined Gary Witt, President & CEO of Pabst Theater Group, and project partners to announce the new all-ages entertainment venue, Vivarium, coming to Milwaukee's East Side. The 450-seat Vivarium located at 1818 N. Farwell Ave. will replace the nearby Back Room @ Colectivo that will close at the end of this year. It is anticipated that Vivarium will open in early 2024.

"Today's announcement of this new music venue is a big win for the 3rd District and the city as a whole. Not only will Milwaukee's music scene get an additional venue for artists to gather and share their passion, but the all-ages nature of the location will provide local youth a safe place to gather and socialize," said Alderperson Brostoff. "I also want to commend all the project partners involved for curating a venue that captures the energy of the East Side and will fit in seamlessly in the neighborhood."

The new venue will include dialed in sound, great sightlines, natural cream city brick, wood walls made from 100-year-old trees from Northern Wisconsin, skylights, a blade sign featuring the venue name on the building's facade, an on-street parklet for bicycle parking, and back-of-house amenities for traveling performers including a secure load-in space, laundering area and green rooms.

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