

# BIZBASH

MIAMI

EVENT REPORT 06.12.09 3:08 PM

## Rave Party

*The Adrienne Arsht Center and event producer Barton G. created a pop-up lounge inspired by the theater's current production.*

The [Adrienne Arsht Center for the Performing Arts of Miami-Dade County](#) celebrated the opening night of its new show, *Fuerza Bruta*, last night with more than 700 people. The center worked with event producer Barton G. Weiss of [Barton G.](#), the venue's exclusive caterer, to create the G Lounge pop-up nightclub in conjunction with the show, making it the largest production of *Fuerza Bruta* in North America.

"*Fuerza Bruta* has toured around the world, in New York, Brazil, Mexico, London, and we really wanted to do something unique and make it a Miami experience," said the center's executive vice president, Scott Shiller. "All of the energy and the aerobatics that are happening on stage are extended into the lounge, where [after the show] audiences are geared up and ready to party."

Weiss designed the lounge—located by the theater's loading dock—with an industrial atmosphere created by street barricades, orange-and-white traffic barrels, fire hydrants, and steel highboys throughout the black space.

On opening night, two bars served specialty cocktails for purchase, including three nitrogen-infused drinks created specifically for the lounge. "It's a sensory integration, so what we've done is taken what you've seen visually [in the show] and put it into smell and taste," said Weiss, who also designed the food—such as the California roll sushi pop and American Pie corn dog—to be easy to eat while standing.

The lounge opened at 6:30 p.m., an hour before the show, with light music and food and drinks for sale. Following the 45-minute performance—which takes place behind a black curtain separating it from the lounge—fog machines, strobe lights, and upbeat dance and techno music transformed the formerly low-key lounge into a rave-like nightclub where some 500 guests stayed until 10:30 p.m.

The G Lounge is open to the public nightly after performances and will remain at the Arsht center for the show's four-week run.

—D. Channing Muller



[Barton G. set up the lounge on](#)



[Bartenders served Nitro Rum](#)



[Weiss used 500 five-gallon](#)

the back of the Lynn Wolfson stage, just inside the Ziff Ballet Opera House's loading dock.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs

and Coke cocktails in an eight-ounce Coca-Cola can.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs

water jugs in two wall installations.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



The food available for purchase included corn dogs, sushi pops, and spinach and cheese empanadas on a stick.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



Weiss created three nitrogen-infused cocktails for the lounge, including the Nitro Rum and Coke and the Nitro Cosmo.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



Street barricades and orange traffic barrels kept lines at the bar flowing smoothly throughout the night.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



Waitresses passed through the lounge, selling frozen shot pops.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



Weiss began working with the Arsht Center's creative team on the design of the lounge six weeks ago.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



Dancers performed in a swimming pool suspended over the audience.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs



During the show, performers broke through boxes filled with confetti and did a high-energy dance.

Photo: Courtesy of the Adrienne Arsht Center, by Mitchell Zachs

FUERZA BRUTA'S POP-UP  
LOUNGE OPENING

**Catering, Production** [Barton G.](#)

**DJ** [DJ Sama](#)

**Lighting** [Everlast Productions](#) ★

**PR** [Charlie Cinnamon Public  
Relations](#)

**Venue** [Adrienne Arsht Center for  
the Performing Arts of Miami-Dade  
County](#)

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