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The Bowery Presents to open concert venue at Boston Landing

April 05, 2019 - Owners Developers & Managers

Allston, MA The Bowery Presents, the leading concert promotion and venue management company in the Northeast, has plans for a new 3,500 capacity concert venue to be developed at Boston Landing, a mixed-use development. Set to be an anchor of “The TRACK at New Balance” development, the venue is set to break ground on April 1 with an anticipated opening in fall 2021. The venue’s name and further details will be announced at a later date.

“We are proud to be part of the fabric of the Boston music community, and we are excited to continue our growth as part of New Balance’s new development at Boston Landing,” said Jim Glancy and John Moore, partners at The Bowery Presents. “We take great pride in the business our team has developed in Boston, and this new venue will be an exciting new addition to the Bowery Boston family.”

“We are excited to be working with The Bowery Presents as they bring their culture of nurturing and presenting the best musical acts to enhance Allston-Brighton’s rich music performance history at Boston Landing,” said Jim Halliday, managing director of New Balance Development Group. “The Bowery Presents’ music venue at Boston Landing will complement the district’s retail and restaurant offerings to truly provide an exciting 18-Hour/7-Day experience on Brighton’s Guest Street corridor.”

Once open, the music venue at Boston Landing will expand The Bowery Presents’ venue ownership and booking footprint within the Boston area, joining Royale (1,200 capacity), The Sinclair in Cambridge (525 capacity), Great Scott (220 capacity), in addition to dozens of concert bookings in theaters and arenas in the region.

“The Bowery Presents has a rich history of developing artists and offering fans great live music experiences from small to large venues,” said Josh Bhatti, vice president, Boston at The Bowery Presents. “We are excited to bring our passion for developing the best venues for artists and fans alike to Boston Landing.”

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540