

SUBCUTANEOUS



**"SubCulture originated from the desire to host one-of-a-kind live experiences and, through those experiences, support our community, expand horizons, and transform lives. While it will be some time before we can again host live audiences, our team is here — ready, willing and able to use our space to amplify community voices virtually. After six years in operation, we have honed our mission and the execution with which we support the fulfillment of your vision — that hasn't and will never change."**

**- Marc Kaplan, Co-Founder**





*"The staff was incredibly professional, easy to work with and was in full communication the entire process. I can't even begin to say how happy I am! It looked so beautiful and the venue team made sure our brand came through."*  
- Tina (Captify)







*"The space is intimate, sexy, NYC-underground cool."  
- Nneka (INI Group)*





# About the Space

Located in New York's historic NoHo neighborhood, SubCulture is an urban oasis beneath the city streets. The venue is an intimate and flexible space perfect for a product launch, film shoot, live stream or content capture, and functions of all kinds looking to distinguish themselves from the usual.



*"From the aesthetic appeal to the energy and willingness of the staff, I must say it makes my job much easier to do when I'm there."*

*- Joshua (Center for Integrated Training & Education)*







*"Our team had an amazing time, and everyone raved about the space and the service. Multiple people told me how great the staff was." - Alison (Acelero)*





# Lighting/Electric

SubCulture's flexible lighting system is equipped with a suite of advanced lighting fixtures which produce dramatic saturated colors, and dial into subtle variations of camera-ready white light. This variety of fixtures allows ultimate versatility in stage coverage, and illumination of the main venue. Control of each lighting fixture is efficiently managed by our professional staff. We are able to record and transition through lighting looks in real time, while working with your team to present a singular mood, or a dynamic environment for your event, live stream or production shoot.

Lighting Plot & Section, LightWright, power box locations and other technical information available upon request.





# Streaming

SubCulture offers tailored options for live streaming and video recording with immersive venue-wide content capture, translating your vision to virtual audiences with dynamic branding options.

Video content capture, editing, and live-streaming are all run through our Video Workstation, which can record up to six multi-tracked video inputs, while simultaneously live-streaming. The venue has the highest tier of Verizon Fios broadband service with a dedicated hard-line for client use.

Our team is ready to talk with you about your streaming needs and our full equipment list is available upon request.



*"Everything was truly excellent...[the] team on the ground was top-notch."  
- Lisa (Edelman)*





## Stage ii

With our seating removed in the venue for physical distancing, the opportunity for enhanced looks and production locations has been dramatically expanded. Our green screen provides a second stage for branded content capture, VIP interviews and unique host environments for breakout sessions and meetings.

*"Their AV/IT team was extremely prepared and knowledgeable – a big help in supporting our technical needs for the evening." - Donna (Thermo Fisher Scientific)*





# Audio

SubCulture is renowned for its natural acoustics, and its subterranean location insulates it from street-level noise. Our state-of-the-art audio system consists of a Yamaha CL1 digital mixing console, high-end microphone selection, and a D&B Audiotechnik amp and speaker system. Through a 32-channel Avid Pro Tools recording system, we are able to capture each individual audio track, directly after the preamps. Our audio system is networked via DANTE, allowing flexibility in audio routing, and expandability for additional audio consoles/recording devices.

Full equipment list available upon request.

*"We've never had an easier time setting up, and working with a tech team." - Pavan (Mouth Media Network)*





# Backline

## PIANO

Steinway & Sons Model B Classic Grand

## GUITAR AMP

Fender '65 Deluxe Reverb 22-watt 1x12-inch Combo  
Amplifier

Fender Mustang I/II Amplifier

## BASS AMP

Eden EX110 Amp Cab

Eden WTX-264 Bass Amp Head

Aguilar Tone Hammer 500

Aguilar SL 112 Cab

## DRUM KIT

Yamaha Absolute Maple Custom

Additional backline can be sourced by our team.





# Venue Details

## VENUE AREA

3000 Square Feet

Green Room w/ private bathroom, shower, direct stage access

## STAGE AREA

25' wide x 10' deep performance area

16' x 5' extension

8.5' general ceiling height

20" stage face versus recessed floor area

## ACCESS

Passenger elevator and handicap access

Freight elevator access from the street level

2000 LB weight limit

Dimensions are 6.5' L x 4.5' W x 7.5' H

\*Must be arranged in consultation with the building

*"Pictures are a true representation of the space."*

*-Brianna (Gotham Podcast Studio)*





# What's included

SubCulture has the flexibility to provide equipment and packages for many different types of media and production/photo shoots. Base rental includes:

- Audio Engineer
- Lighting/tech Director
- Facilities Manager/COVID Officer
- House Sound & Lights
- All In-house Furniture
- All Wired & Wireless Handheld Mics
- Wi-Fi

Non-profit organizations: ask about our special rates!

*"Their built-in equipment, functionality, and level of service, was worth every penny." - Nida (Executive Producer)*





# Additional Services/Equipment

## **ADDITIONAL SERVICES:**

Stage Management  
Production Support  
Creative Direction

## **FURNITURE:**

6' folding tables (4)  
8' table (1)  
4' table (2)  
Tall Boys (4)  
Low Boys (4)  
Bar Stools (8)  
Grey Stackable Chairs (30)  
Black Orchestra Chairs (6)  
Wooden Dining Chairs (4)  
Black Side Tables (stage only) (2)  
Wardrobe Rack (2)  
Tent for Outdoor Crew Catering (1)



*"Amazing space, it's a perfect venue and the staff's attention to detail is unparalleled." - Mark (Shopify)*





Our staff is an extension of your team and we love our clients.

EQUINOX



WSJ



hulu



PANDORA





# Location

SubCulture is located in the historic NOHO neighborhood of Manhattan, conveniently close to all major transportation access points downtown.

## ADDRESS:

45 Bleecker Street  
New York, NY 10012

## SUBWAY:

6 to Bleecker St.  
B, D, F, or M to Broadway / Lafayette St.  
N or R to Prince St.  
J or Z to Bowery

## PARKING:

Limited to local parking garages and neighborhood street parking only. Permit required for Bleecker Street parking directly in front of the venue.





# Health and Safety

At SubCulture, the health and safety of our guests, clients and staff is our top priority. Cleaning procedures and protocols are continuously evaluated and updated in line with CDC guidelines and NYC requirements. Ultimately our safety standards are carefully considered and we expect our staff and clients to adhere to our policies for everyone's wellbeing.

## **PPE**

We provide face masks, gloves and other protective equipment for our staff and for your safety they will use PPE at all times in the venue. All vendors, clients and guests entering the space are required to practice respiratory etiquette as well. On-camera / stage talent will not be required to wear a mask during capture.





# Health and Safety

## SCREENING

Our staff has been trained on all of our safety protocols and daily screenings are mandatory.

## CLEANING

In addition to our standard procedures we have retained the services of a professional cleaning company with COVID specific expertise.

## PHYSICAL DISTANCING

We used to love hugs. But we are trying to have fun with it! "Don't stand so, don't stand so close to me..." — "I space, you space, we all space, for the human race!"





# Thank You

We look forward to welcoming you back and working with you!

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