

the PRNet



74Wythe Unveils New Art Installation

Even while hammers are still swinging and long before opening its doors, a much-anticipated Brooklyn hospitality venue, 74Wythe, is focused on giving back. The founding team has committed one (1%) percent of net profits for all private event sales—indefinitely—to Black Lives Matter, the Brooklyn Community Foundation, the Stonewall Community Foundation, the New York Center for Children, the New York Community Trust, or a charity of the client’s choice. 74Wythe launched the initiative with its own donation to the NYC Covid-19 Response & Impact Fund of the New York Community Trust.

Additionally, in a fitting move for an event space, 74Wythe is offering its venue to the leaders of these organizations for internal meetings and events.

A quintessential industrial warehouse of old Williamsburg, 74Wythe previously housed a spice-blending factory before becoming the iconic and beloved music venue Output in 2013. The building boasts 15,000 square feet across three levels. Events can be hosted in its main room & mezzanine, full-service cocktail lounge, private dining room, and/or 5,000 square foot rooftop, with sprawling views of Manhattan’s skyline and weather protected beneath a new retractable glass enclosure.

In advance of its anticipated opening, 74Wythe commissioned an art installation conceived and directed by Angela Redai, of Artine Advisory. As the global pandemic unfolded, and the country undertook examination of systemic racism affecting Black Americans and communities of color, the team worked closely with Angela to evolve the installation into a meaningful tribute. As an events venue—a gathering place—they noticed that despite keeping months of physical distance, New Yorkers were gathering like never before, virtually and otherwise, and coming together in impactful ways. Emphasizing this unity, the art installation will wrap 74Wythe’s exterior in a collage of brightly duo toned screenshots of video conferences and photographs of persons making a difference. These portraits are medical heroes, essential workers, and courageous activists, paired with 74Wythe’s event and hospitality colleagues and local businesses—all working to provide relief, support, and levity.

You’ll see doctors and nurses from across NYC’s hospitals, the cast of Hamilton serenading a 9-year-old girl with John Krasinski and Emily Blunt, caterers donating meals, businesses raising funds, and the essential teams behind New York mainstays like the Bronx Zoo. Portraits of peaceful protesters highlight the community unifying to march in one of the most diverse cities in the world. Text noting charitable initiatives is included, where applicable, to encourage donations and support. The images are custom illustrated by artist Arianna Margulis and produced in partnership with printing & signage company 40 Visuals. The digitally-created images allow awareness to spread easily online, amplifying the message and encouraging positive action, while the physical installation can be experienced safely outdoors.

Upon the opening of 74Wythe, principal owners Zach Weinberg and Josh Kaiser will concentrate on preserving the spirit of this beloved Brooklyn venue. Kaiser is a 20-year veteran in New York hospitality who has partnered with restaurateurs such as Geoffrey Zakarian and launched international brands such as Pink Elephant, and is often called upon by major hotel brands to help reinvent customer service. “This is a classic Brooklyn space for people to make their regular spot and we plan on preserving its independent uniqueness, all while encouraging a spirit of community. We’re not a giant corporate hospitality brand,” he says, indicating Weinberg’s career as a notable tech and software entrepreneur. “We’re just two people from New York who want to keep the distinctive essence of nightlife and community in Williamsburg.”

The 74Wythe team is looking forward to introducing a stunning venue that encompasses interconnected spaces for all types of events. Also exciting is the discovery of an opulent cocktail lounge, Jbird, which is concealed behind a mop closet door and will serve a portfolio of original and classic mixtures. 74Wythe aims to preserve its roots as a timeless Brooklyn spot, where friends can gather to enjoy stunning sunsets, catch up, and forge new experiences in our ever-evolving world.

Kaiser and Weinberg hope to open the 5,000 square foot rooftop space by September, pending regulations and health and safety precautions, and feel that its multi-level configuration and four entrances can help keep physical distancing a possibility.