



**UNDERGROUND**  
A T L A N T A

*The City Beneath the Streets*

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# ABOUT UNDERGROUND ATLANTA

Underground Atlanta is not just reimagining real estate; we're shaping a cultural hub that celebrates individuality, creativity, and community spirit in the heart of Atlanta. We honor Atlanta's rich history and diverse communities through innovative entertainment programming, tenant curation and collaborative art partnerships.



100,000+ SQ FT OF OPEN-AIR  
AND COVERED EVENT SPACE



# UNDERGROUND



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## EVENTS OVERVIEW

- 5 Available Event & Activation Zones
- 30,000 Sq Ft Event Gallery
- Curated Tenants
- 8 Resident Art Galleries

UNDERGROUND

## ✘ ART ACTIVATIONS

Underground Atlanta has become a cultural hub for arts programming in Atlanta. From improv theatre, immersive installations, dance performances and large scale art festivals - its a vibe like no other property in the city.

## ✘ FESTIVALS & MARKETS

Underground is designed to be explored and is the most distinct venue in the the city - the historic City Beneath the Streets. There is 300,000+ sf of common area to host your next Festival, Market, Fashion Show or large scale ticketed event

## ✘ LIVE MUSIC & CONCERTS

Whether its intimate live performances, electric DJ sets or large scale productions, Underground Atlanta offers 5 locations at our privately owned 12 acre property. Choose just one, or do a multi-location takeover.

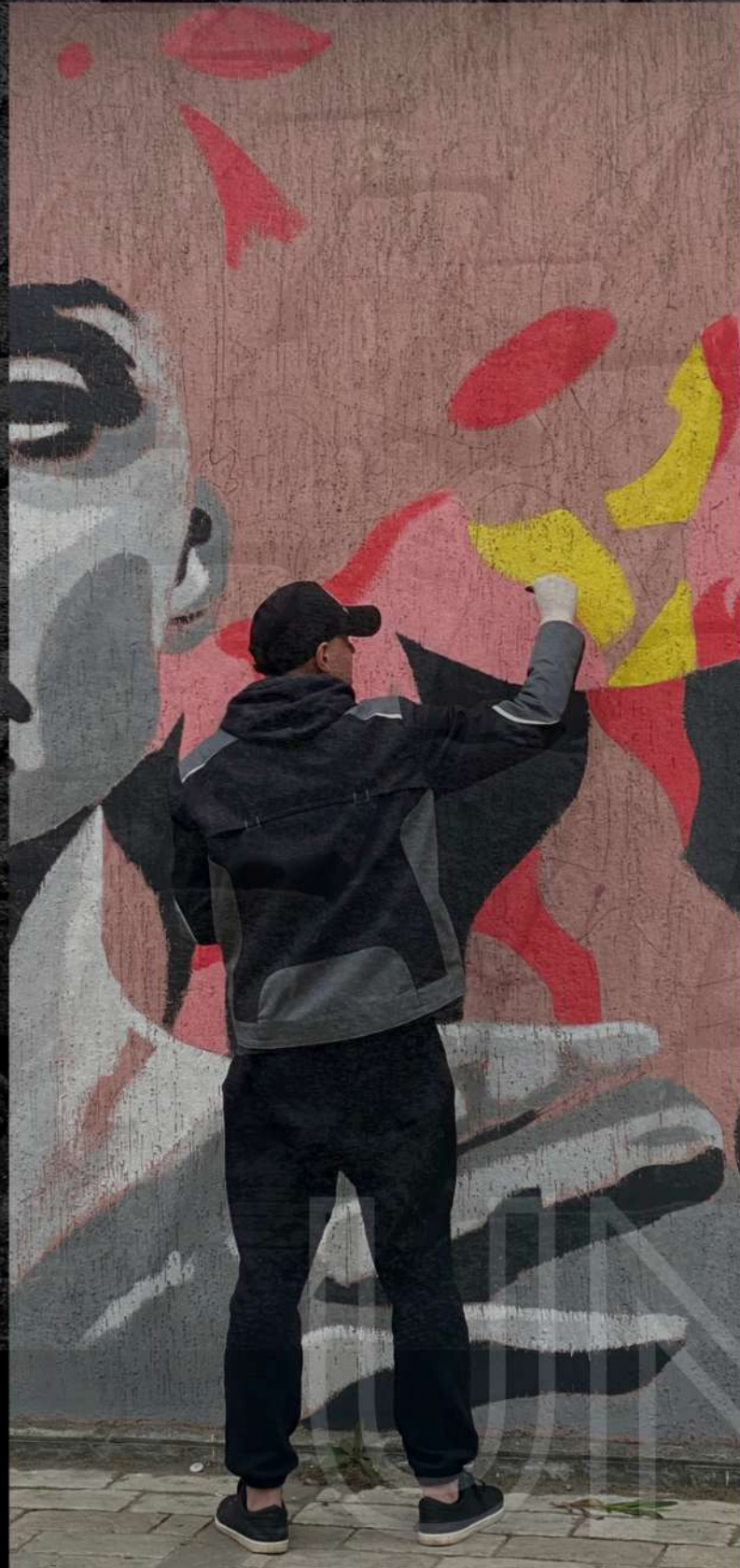
## ✘ CONFERENCES

Anchored by MARTA five-points station, our location provides easy access from the airport and is within 1 mile of all major freeways. Attendees are walking distance to Hotels, Mercedes Benz Stadium and prime downtown amenities.

UNDERGROUND

# LOCATION MAPS

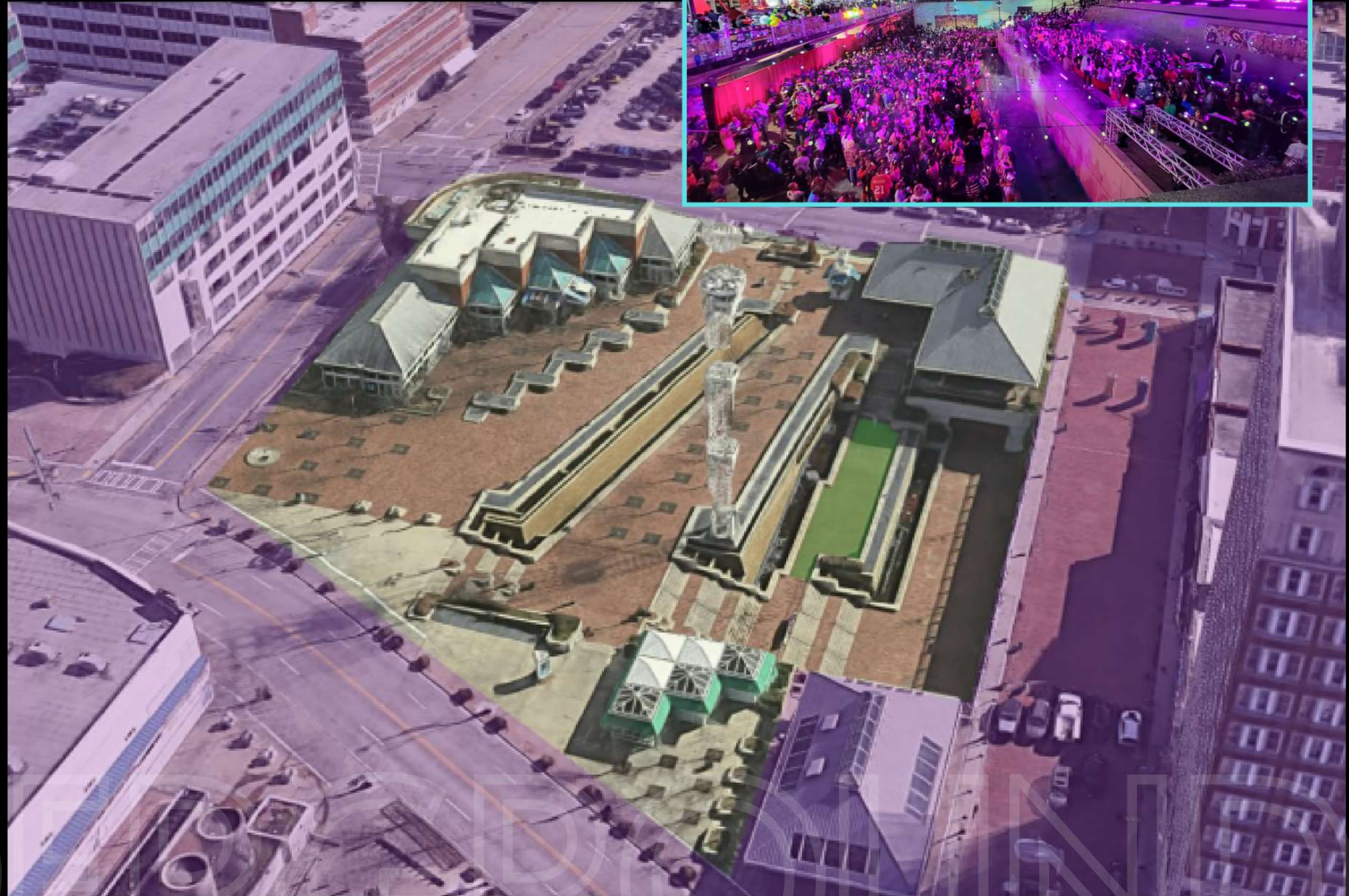
1. THE FOUNTAIN PLAZA
2. UNDERGROUND STREET LEVEL
3. THE UNDERGROUND
4. EXHIBITION GALLERY
5. PARKING DECK
6. PROPERTY TAKE OVER



UNDERGROUND

# 1. THE FOUNTAIN PLAZA

- 90,000+ Sq Ft Open Air Plaza
- 4 Tiers
- Max Capacity: 6,000
- No residential homes or apartments within X blocks, limiting public disturbance issues
- Located directly across from MARTA train station, for easy transport to event



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## 2. STREET LEVEL UNDERGROUND

- 35,000+ Sq Ft Pedestrian only private street
- Max Capacity: 4,000
- Located on historic brick road with tenant shops
- Vacant event space rentals available for VIP zones
- Three parking garages within steps of location
- Located directly across from MARTA train station, for easy transport to event



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# 3. THE UNDERGROUND

- 20,000+ Sq Ft of Common Area, located in the historic City Beneath the Streets
- Max Capacity: 6,000
- Subterranean experience with 6 Artist Row galleries, Food and Nightlife Tenants



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# 4. EXHIBITION GALLERY

- 20,000+ Sq Ft of Common Area, located in the historic City Beneath the Streets
- Max Capacity: 6,000
- Subterranean experience with 6 Artist Row galleries, Food and Nightlife Tenants



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# 5. PARKING DECK

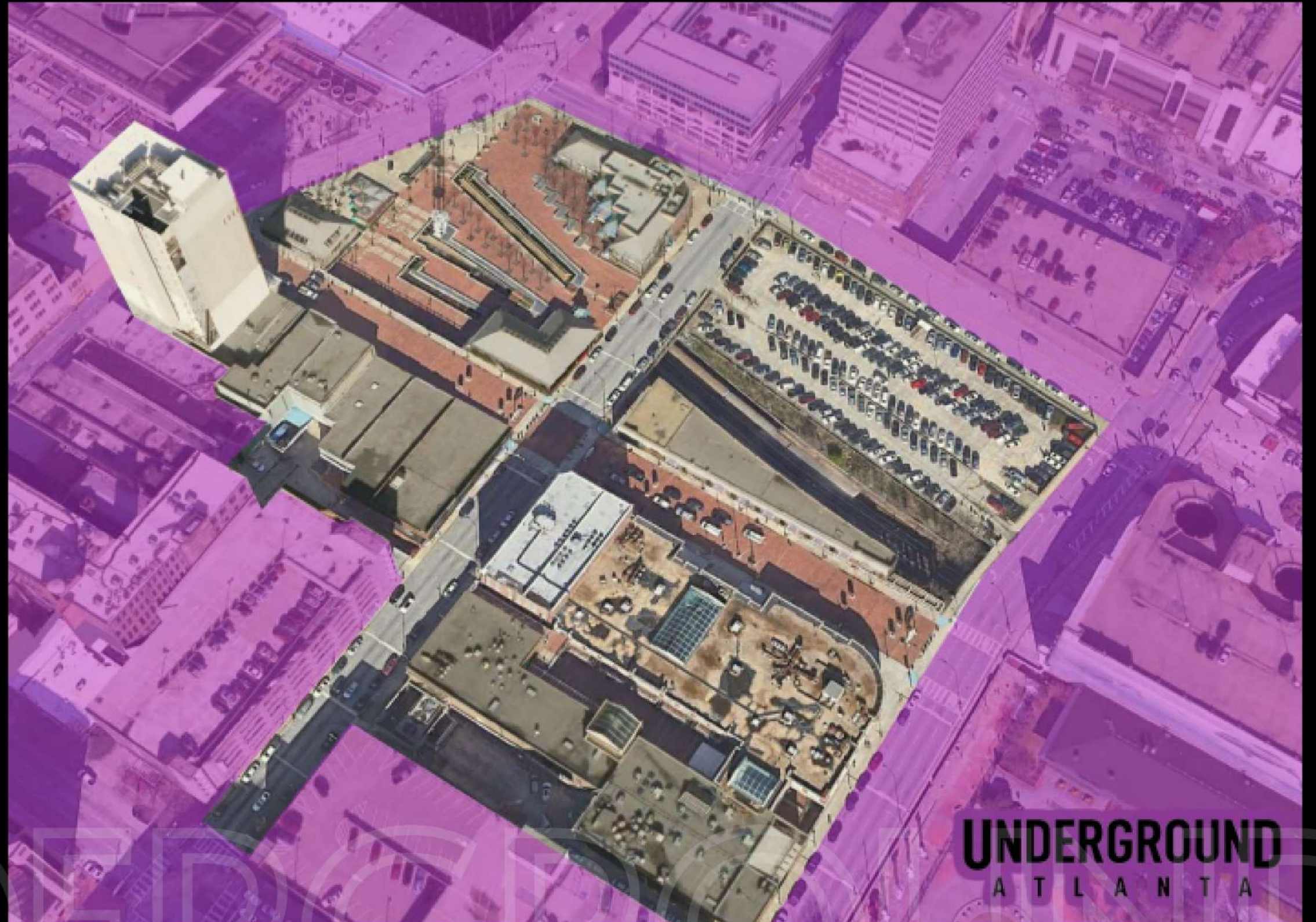
- 90,000+ Sq Ft Covered Outdoor Venue
- Max Capacity: 8,000
- Located below street level parking deck
- High Ceilings
- Great location for immersive lighting experience



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# 6. PROPERTY TAKEOVER

- 12 acre private property
- Max Capacity: 25,000
- Multi-level stage locations
- 3 Large Parking decks within steps of location
- Special Entertainment District
- No residential homes or apartments within X blocks, limiting public disturbance issues
- Located directly across from MARTA train station, for easy transport to event



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# ACTIVATION HIGHLIGHTS

- 200,000+ event visitors
- 350 activations sin

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THE ART OF BANKSY

ATLANTA UNITED  
2023 BLOCK PARTY

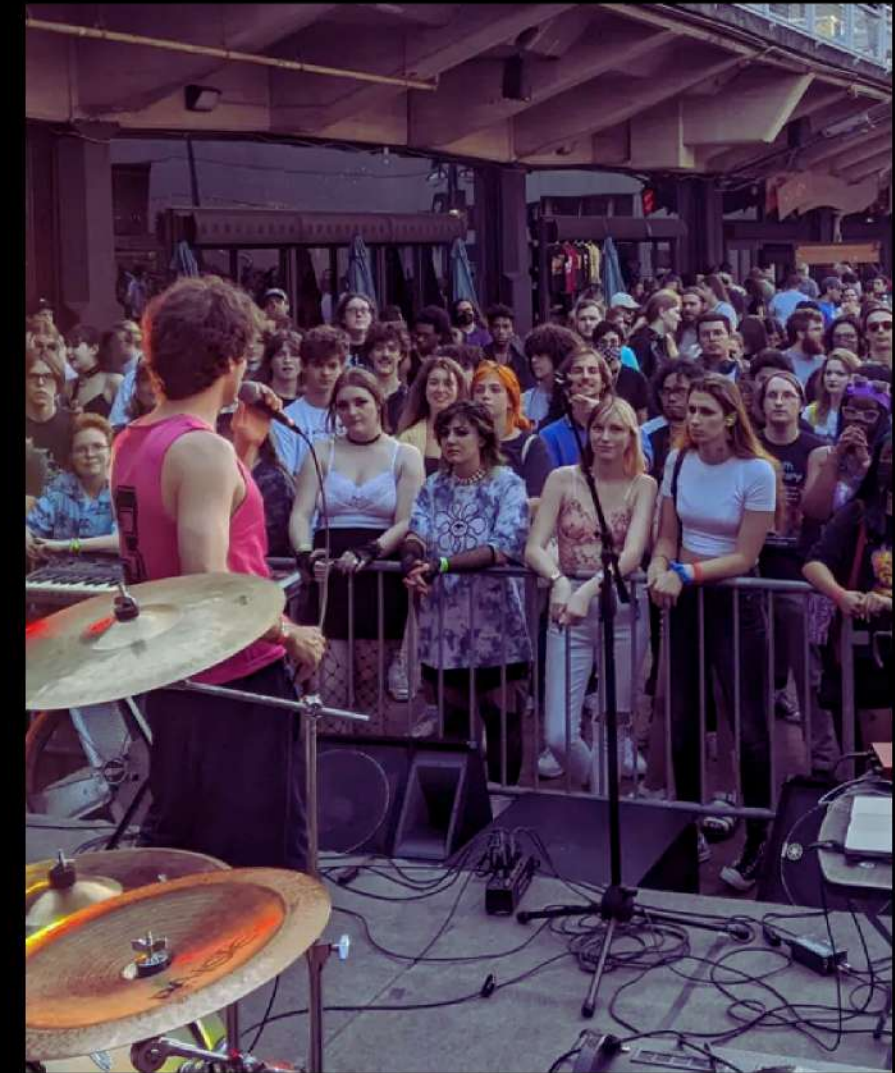
ATLANTA FASHION  
WEEK

REDBULL: UNLOCKED

UNDERGROUND

# ACTIVATION HIGHLIGHTS

National Producers, world renown brands, and local artists converge to bring life to this historic property. Underground Atlanta has



BOILER ROOM: 2023

PARANORMAL:  
UNDERGROUND

EVERYDAY PEOPLE  
PARTY

PLAZA CONCERT  
SERIES

UNDERGROUND

# ACTIVATION HIGHLIGHTS

Immerse yourself in the epicenter of Downtown Atlanta's arts scene at Underground Atlanta. The property has reemerged as a thriving arts hub where immersive installations, curated galleries, and live performances pulse with creative energy and innovation.



ATLANTAS FIRST  
DIGITAL ART WEEK

MAD HATTER  
G & T PARTY

SLEEPY HOLLOW

MILLENNIAL PINK

UNDERGROUND

# CURATED TENANTS

Since our purchase in 2021, we've welcomed new tenants, reshaping Underground into a dynamic arts and entertainment destination.

Coming in 2024, there are 5 new bar concepts, making it the top Special Entertainment District in Atlanta.

## PIGALLE THEATRE

Pigalle Theatre & Speakeasy brought to Underground Atlanta by Paris on Ponce veterans Nicolette Valdispino and Skip Englebrecht. Offering an upscale Burlesque & Caberet cocktail experience.

## MJQ

MJQ, the esteemed night club that's been operating in Ponce de Leon for the past 25 years relocated to Underground Atlanta, with opening coming May 2024.

## ALTER

Masquerade, regarded as one of Americas best music venues, opened its fourth location at Underground in March 2024 featuring local and nationally touring artists of all genres.

## FRISKY WHISKERS

The Frisky Whiskers, an eccentric Café, Listening Bar & Cat Lounge serving as a music & art venue. Here you'll find visitors dancing to DJ's, doing cat yoga or participating in their weekly paint and sip sessions.

## ART GALLERYS

Underground Atlanta, has become home to 7 art venues including MSIF Gallery, Railroad, Future Gallery, Fulton County Arts Future lab, Subsume Gallery, Tim Galfas and ARTLanta Gallery.

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# OUR ACHIEVEMENTS

WINNER OF 2023 BEST OF ATLANTA "BEST  
NEW NIGHTLIFE SCENE"

HOST OF THE SOUTHEASTS LARGEST NEW  
YEARS EVE EVENT "THE PEACHDROP"



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