



MUSICA

NEW YORK CITY

WHISPER

V E N U E B R O C H U R E



MUSICA



MUSICA EVENTS

Our newly renovated venue is a fully equipped and professionally staffed multi-purpose space located in the heart of Manhattan. Located in Midtown West just off the West Side Highway, this nightclub and event space provides a 360°, turn-key experience for your next private event.

Musica combines the worlds of entertainment, technology and art into one space, leading to unforgettable experiences at the turn of a key. You are greeted at the front of the 'Musica Blue' colored building with a variety of entrances and stairwells landing you at a different spot inside the venue, creating a unique journey for your guests.

The expansive main floor, street level Whisper room and full kitchen make Musica's 25,000 square feet of space, a striking choice for film shoots, charity events, corporate events, premiere & after parties and many more.

Whether a cocktail party for 50 or a large fully produced immersive experience for 1000+, the opportunities are endless.





THE VENUE - MUSICA

The main floor of 'Musica' is composed of three areas, featuring two bars, a VIP Lounge area and a pre-event reception space. This multi-room feature offers you flexibility and versatility bring a unique twist to your event.

Guests enter Musica through two grand stair cases and land by the Musica Bar or Red Room, outfitted with their own separate sound systems. Previously the areas have been used for product activations, press areas, red carpets or as simple as a check-in area. Versatility is key when it comes to the Musica Bar and Red Room and it can be used to enhance any event.

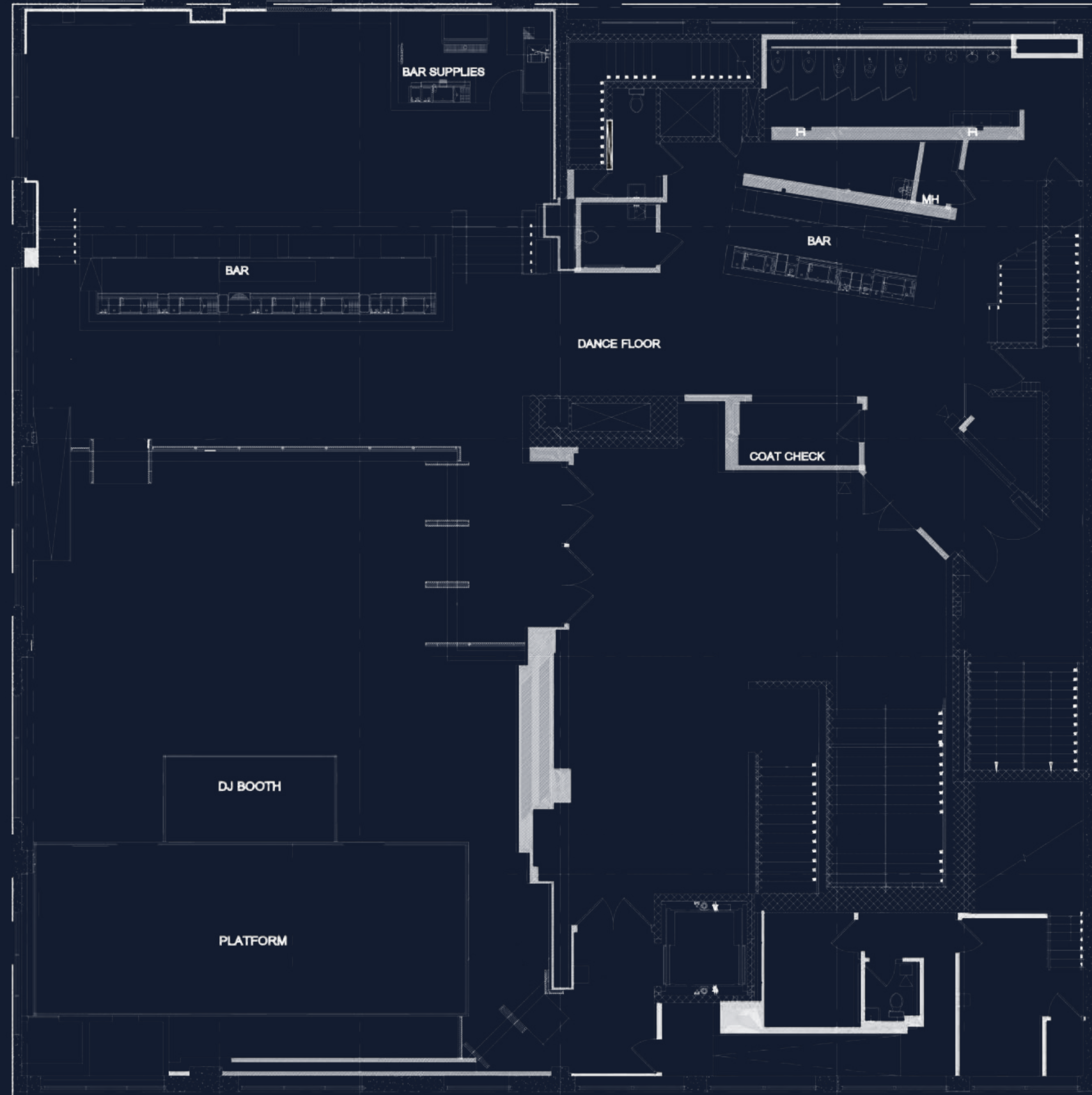
Past the Red Room and Musica Bar, the Main Room is a completely transformable space with modular seating options and various areas with multiple configurations as well as a full bar with 4 wells. Our production includes an intelligent lighting system, sound system by d&b audio and fully customizable LED Walls across the room, adding enormous production quality to the venue and endless options for captivating original events.

Red Room & Musica Bar Capacity | 250
Main Room Capacity | 800

[MUSICA TOUR VIDEO](#)



TWELFTH AVENUE






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THE VENUE - WHISPER

Located on street level, the smaller room 'Whisper', is a more intimate space within the venue. Featuring a flexible floorplan, a dressing & green rooms, and private booths, it is the perfect space to dazzle & relax with your guests. A full bar and private entrance, this discrete and eloquent lounge will raise the stakes of what your event can be.

Whisper Capacity | 250

[WHISPER TOUR VIDEO](#)







PRODUCTION SPECS

DJ EQUIPMENT

4 CDJ-3000S (LINKED)
1 PIONEER DJM-900NSX2
1 PIONEER V10

AUDIO

D&B AUDIOTECHNIK J SERIES SYSTEM W/ LAKE SIGNAL PROCESSING
4 D&B J12 ARRAY'S (3 BOXES PER ARRAY)
14 D&B J CARDIOID SUBS
21 D&B D12 AMPLIFIERS
4 D&B Y12P (5 FRAMES, 4 BRACKETS)
12 D&B Y10
2 D&B B2 SUBS
3 D&B M2 MONITORS
2 MOTION LABS POWER DISTROS

LIGHTING

12 CLAY PAKY SHARPIE
8 CHAUVET MAVERICK MK1 SPOTS
8 JMAZ ATTCO WASH 150Z
8 JMAZ CRAZY BEAM 40 FUSION
8 MARTIN ATOMIC STROBES
2 CHAUVET AMAZE STADIUM
5 SHOCKER 2 BLINDERS
GRAND MA & ONYX CONTROL SYSTEMS

VIDEO

RESOLUME ARENA 6 MEDIA SERVER
OUTPUT RESOLUTION: 1920 X 1080
DJ BOOTH LED: 168 X 168 P2 LED PANELS, 52 (13X4) TOTAL PANELS POSITIONED BEHIND THE DJ BOOTH, 2184 PX X 672 PX
CEILING LED: 128 X 128 P3 LED PANELS, 54 (3X 18X1) TOTAL PANELS POSITIONED ALONG THE CEILING IN 4 ROWS, 2034 PX X 128 PX
WEST WALL LED: 168 X 168 P2 LED PANELS, 20 (2X 5X2) TOTAL PANELS POSITIONED ALONG THE WEST WALL, 840 PX X 336 PX
EAST & REAR WALL LED: LOW RES AMBIENT VIDEO WALLS

SPECIAL EFFECTS

4 CO2 JETS I 1 BASE HAZER WITH WATER BASED FLUID

FACT SHEET

NAME:	MUSICA NYC
ADDRESS:	637 W 50TH STREET (BETWEEN 11TH AND 12TH)
EVENTS EMAIL ADDRESS:	PrivateEvents@MusicaNewYork.com
WEBSITE:	MUSICANEWYORK.COM
SOCIAL MEDIA:	INSTAGRAM.COM/MUSICANYC
DATE OPENED:	MID-2022, RE-IMAGINED JANUARY 2023
SQUARE FOOTAGE:	25,000 SQUARE FEET
CATERING:	IN-HOUSE KITCHEN & STAFF
OUTSIDE CATERING:	ALLOWED
IN-HOUSE A/V PRODUCTION:	SOUNDWORX (OUTSIDE PRODUCTION ALLOWED IN COLLABORATION)
VENUE PHOTOBOOK:	HIGH-RES VENUE PHOTO LOOKBOOK

WHAT WE DO

**MUSICA HAS A FULL SERVICE SPECIAL EVENTS DEPARTMENT
CAPABLE OF BRINGING YOUR NEXT PRIVATE EVENT TO LIFE.**

AVAILABLE SERVICES:

FULL SERVICE CATERING • EVENT PLANNING ASSISTANCE •
EVENT PRODUCTION • AUDIO VISUAL • CUSTOM BRANDING •
BRANDED PHOTO BOOTH RENTALS • CREATIVE CONCEPTING
• FLORAL ARRANGEMENTS • CELEBRITY TALENT • GAMES &
ENTERTAINMENT • PHOTOGRAPHY • VIDEOGRAPHY • FURNITURE
RENTALS & DECOR • SIGNAGE & PRINTING • SPECIALTY
COCKTAILS

PLEASE INQUIRE FOR FURTHER DETAILS AT:

PrivateEvents@MusicaNewYork.com