

**ARMM** &  
MUSIC. MEDIA. MUSCLE.

**MassiveMusic**

*welcome you to*

# virtue+vice

**a unique musical experience**

created and curated by Al Risi at ARMM for the movers and shakers (that would be you) in the world in which he lives...the intersection of music and advertising. The goal is to create an atmosphere where cool, like-minded people can experience and discover great music while sipping on a tasty cold vice of choice.

## **tonight's journey**

is on the same sacred rock and roll ground where the likes of U2, Bruce Springsteen, Run-D.M.C., Paul Simon, Tony Bennett, Michael Jackson, John Lennon and countless others created music that shaped and changed our lives.

Be certain to explore all the nooks and crannies of this 12,000 sq. ft. facility that Gibson now calls home and experience a special virtue or vice in each studio.

Flip this card over for your roadmap to tonight's journey.



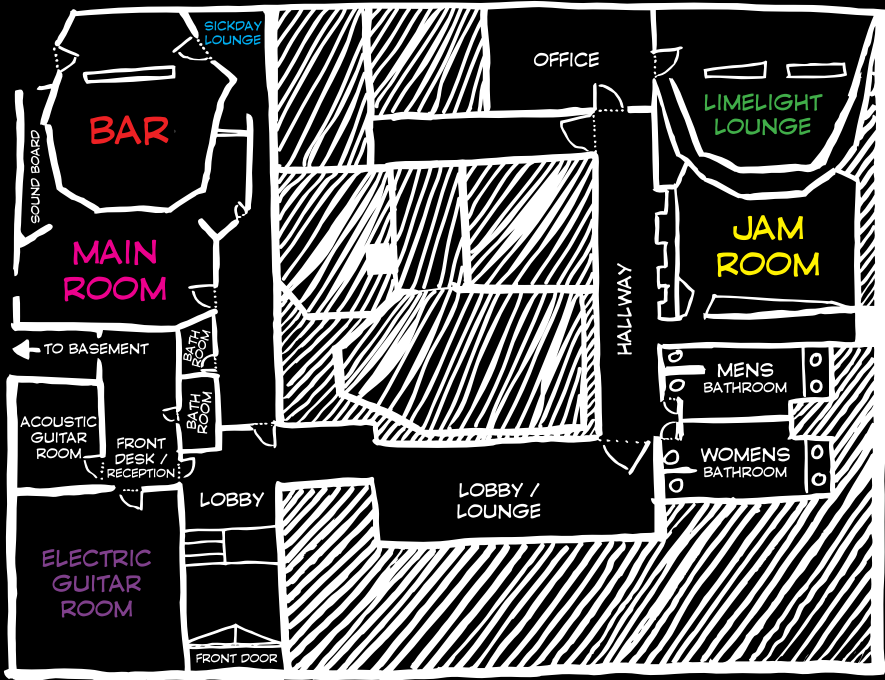
limelight



GOODSOULDIERS

soundwell.tv

FIRST FLOOR



**MAIN ROOM**

DJ - MASSIVEMUSIC  
 8:00 - IAN AXEL  
 9:00 - SPRING STANDARDS

**BAR**

GRAB YOUR VICE  
 OF CHOICE

**LIMELIGHT LOUNGE**

7:00 - TOO TALL  
 7:30 - SOUL MAFIA  
 8:15 - DANIELA COTTON  
 9:15 - GARY LUCAS  
 10:00 - OPEN JAM

**JAM ROOM** OPEN JAM -

JUMP IN, PICK UP YOUR INSTRUMENT OF CHOICE, START  
 A BAND AND BRING THE ROCK!

**ELECTRIC GUITAR ROOM** - GET YOUR PIC TAKEN BY THE  
 GREAT MISTER LYNCH WHILE SPORTING YOUR BEST ROCK  
 STAR POSE WITH A SWEET GIBSON GUITAR.

**SICKDAY LOUNGE**

GRAB SOME VIRTUE HERE COMPLIMENTS OF SICKDAY

BASEMENT

