

**CONTACT**

Nick Woods

[nick.woods.wi@gmail.com](mailto:nick.woods.wi@gmail.com)

262-353-1696

FOR IMMEDIATE RELEASE

*January 23, 2019*

## X-Ray Arcade to Open February 9 at Former Vnuk's, Metal Grill Site in Cudahy

*Mini-arcade and event space will feature live music, video screenings, home-styled party food and beverage*

**MILWAUKEE, Wis.** - A regional investment group led by Nick Woods, singer and manager for Milwaukee-based punk rock band [Direct Hit](#), has announced the former night club at 5036 S Packard Avenue in Cudahy will re-open Saturday, February 9, as a mini-arcade and events space named "[The Very Famous X-Ray Arcade](#)." The new venue will feature a collection of video games; a PA system for live music formerly installed at the Pabst Theater; retro console gaming and local sports on six TVs at the bar; a 162" projection screen; and a food and drink menu of empanadas, pizza bagels, craft and domestic beer, and house cocktails with non-alcoholic options. The site was formerly occupied by Vnuk's Lounge and The Metal Grill.

Links to the venue's social media channels were posted at [xrayarcade.com](http://xrayarcade.com) this morning.

"Over the past six months, our group - all of us rooted in DIY-minded music in the Midwest - has worked hard to build a space inspired by our favorite venues growing up, where performers of all ages honed their skills, met new people in their communities, and realized their visions for both themselves and their art," Woods says. "We've not only performed most of the labor here ourselves, we've learned to perform it well, in-process, as a team. Our mission is simply to exist, long-term, and serve audiences of all ages and backgrounds that support independent and developing music, media and culture."

The group announced it had closed on the property in September 2018, and have since updated the building's electrical and plumbing systems, while making extensive cosmetic repairs and improvements to the interior. More than 15,000 watts of PA power have been added to the venue's stage along with video capability for larger film events and group console gameplay. Arcade games purchased from collectors around the Midwest, classic SNES, NES, Sega and Nintendo 64 console games, and tables painted for checkers, chess and backgammon have been added to the tavern's former pool room. Custom neon signage designed by co-owner and Chicago artist Eric

Baskauskas has been installed, while paintings from Mary Nohl Fellowship artist Sarah Gail Luther and Brooklyn, N.Y.'s David Leutert have been added to the walls.

"I have a lot of memories playing Super Nintendo and board games, and listening to music at my grandpa's house on Lake & College in Cudahy," Woods says. "My brothers and cousins and I would hang out in the basement, drink Five Alive and eat frozen pizza while my parents, aunts and uncles would carry on upstairs making and drinking Manhattans by the pitcher. That was the place I thought about most while we re-designed our club, and brought all our favorite parts from all our favorite venues from around the world together in our hometown."

Homemade cocktails developed by Woods and his wife Kate, both with and without alcohol, will be served by the pitcher and the glass at the new venue, while empanadas delivered by local start-up [Triciclo Peru](#) will fill the bulk of its food program overseen by [Soothsayer Hot Sauce](#) owner and X-Ray Arcade co-owner Kyle Janis. The group plans to expand this menu and make a number of updates to the property's exterior over the next year.

"Frozen junk food on a baking sheet, cheese, sausage, crackers, dip - party food that you eat with your hands - that's where we went to find influence for what we wanted to serve," Woods says. "So we tried to think up better versions of what we liked best when we were kids in the same way."

"In the winter, we always found ourselves in the basement, but in the summer we were always out on the porch and the lawn," he adds. "Now that there's snow on the ground, we're excited to start planning for summer, while building our place out more from the inside as we fill our calendar."

The Very Famous X-Ray Arcade will hold regular hours starting February 9, opening its doors from 4-midnight on Thursdays, 4-close Fridays and Saturdays, and noon-4 on Sundays, with additional hours for ticketed events. Expanded regular hours will follow this summer.

Visit [xrayarcade.com](http://xrayarcade.com) for updates via email, Instagram, Twitter and Facebook.