

News Release  
**For Immediate Release**

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**THRIVE, VIBE, ALIVE: 15,000-SQUARE-FOOT MULTI-USE CONCEPT TO OPEN IN DENVER'S WHITTIER NEIGHBORHOOD FALL 2022**

*Society will be home to the second Thrive location, music venue, hybrid social lounge x co-working space, apothecary, movement studio and more*

**DENVER (August 2, 2022)** - [Society Colorado](#) (3090 N. Downing St. Denver, CO, 80205) is opening a three-story, 15,000-square-foot multipurpose collective that will house three unique concepts within food, entertainment, and wellness. Society will be home to the second location of Boulder's [Thrive](#), including a dine-in restaurant as well as street-facing grab & go café, and an on-site jun and cider brewery. The space will also host **Vibe** – a music venue, hybrid social lounge and co-working space, rotating art gallery, and pop-up marketplace, as well as **Alive** – an herbal apothecary, elixir lounge, movement and workshop studio, and body work suite. The Whittier neighborhood concept, bordering the Rino Arts District in downtown Denver, is expected to open this fall.

"Our goal with Society is to set a precedent of what is possible in a community space in Denver," said Society Co-Founder Iman Alia. "We are driven to offer more than just a physical space, but to fill it with purpose and inspiration for our community to flourish in. Keeping the synergy of the mind, body, and soul as a guiding principle, we are committed to creating an inclusive space that fosters creativity, celebration, and connection."

Formerly The Wrangler bar and nightclub, the building has been vacant since 2018. Society serves as a collaborative space for three major concepts: Thrive, Vibe and Alive.

- **Thrive:** Led by Corey Jacobs, Thrive at Society will offer plant-based, gluten-free, soy-free, organic food at the restaurant and grab & go cafe. Through upscaling to a finer dining restaurant experience in an oasis-inspired space, this new evolution of Thrive will feature eclectic flavor profiles, nutrient-focused small plates, coursed meals, and more. The street-facing grab & go cafe will have sandwiches, salads, coffee, smoothies, ice cream, pastries and more. Jun, a fermented honey wine, will be brewed on-site by leading alchemist Ish Baker, founder of [Ish's Brew](#), and will be available for on-site consumption and wholesale purchase. Thrive's Boulder location is a local staple, having been voted a top 10 restaurant in the state by National Elite and awarded healthiest restaurant in Boulder in 2021 by Yellow Scene Magazine.
- **Vibe:** Vibe will house a collaborative social lounge and co-working space in a creative environment. At night, it transforms into a music venue and event space, which will feature a variety of unique and intimate experiences such as live music, dinner theater experiences, rotating art galleries, pop-up markets, and performance art showcases (such as burlesque and belly dancers curated by [Pyroglyphics](#)), paired with a high-fidelity sound system and state of the art production.
- **Alive:** Alive is a tranquil wellness space with an array of holistic offerings. The bodywork suite provides a space for massage therapists, body workers, and energy workers to offer their modalities on a rotating cycle. The movement studio will host a variety of classes such as yoga, dance, guided meditations, sound baths, and workshops. The apothecary will offer various hand-crafted herbalism products,

alongside a relaxing lounge space to enjoy housemade herbal elixirs from trained herbalists, health beverages and snacks.

Society is launching an Indiegogo campaign today with a \$50,000 goal to help bring the concept to life. Donor options include one option where donors can pay \$250/month for six months (\$420/month value) which includes four yoga classes, four meditation, four movement, four apothecary beverages, and two workshops each month for six months; 15% off massages; monthly surprise box; a bottle of in-house brewed jun; 20% off in-house brewed beverages; and exclusive access to weekly Sunday socials, private members-only parties, members-only lounges and restaurant reservations.

With the mission to involve the local art community from the start, the Society Mural Project has brought together over 20 Denver artists to create art for Society's interior and exterior, led by Society's Art Curator, Ally Grimm (aka A.L. Grime), who was recently awarded with "Most Influential Muralist in Denver" by Westword's Best of Denver Awards.

Society is currently hiring for 60+ positions. Interested applicants can email their resumés, ideas, and concepts to [hiring@societycolorado.com](mailto:hiring@societycolorado.com) or via this [form](#).

Society is the brainchild of local creatives that have been transforming Colorado's wellness, music, art, and foodie communities for years. Jacobs and Alia had been conceptualizing a multi-faceted, community space individually before joining forces and bringing Crystal Wiggins in as a founding partner. Wiggins has an extensive history working with many local music related companies for the past 13+ years including Beatport, Sonic Bloom, Sub.mission, Cervantes, UMS, & Yeah Baby, among many others. Alia previously co-founded The Wild's Craft herbal apothecary in 2019, creating medicinal mushroom blends while providing plant and fungal education through pop-ups.

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High-resolution renderings available [here](#).

### **About Society Colorado**

Opening in fall 2022, [Society Colorado](#) (3090 N. Downing St. Denver, CO, 80205) is 15,000 square-foot multipurpose collective that will house the second location of Boulder's [Thrive](#) including a dine-in restaurant as well as street-facing grab & go café, on-site jun brewery, music venue, apothecary, yoga/wellness studio and membership-based co-working space. The "Thrive, Vibe, Alive"-centered concept is located in Denver's Whittier neighborhood. For more information, visit [societycolorado.com](http://societycolorado.com), or follow on [Instagram](#), [Facebook](#) and [Twitter](#).