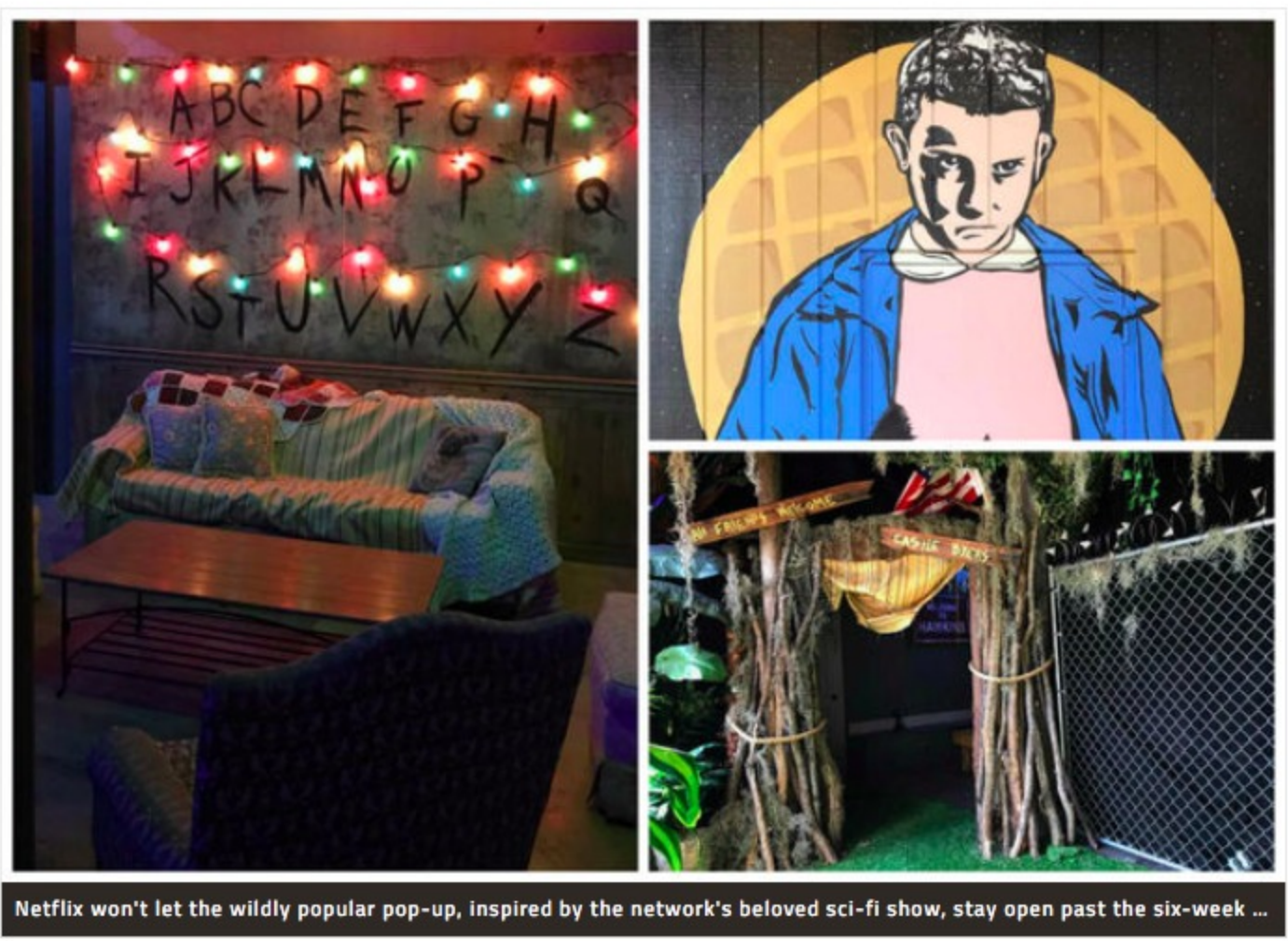


Netflix Ends Unauthorized 'Stranger Things' Bar With A Super Classy Letter



By [Mina Bloom](#) | September 18, 2017 5:05am
@mina_bloom_



Netflix won't let the wildly popular pop-up, inspired by the network's beloved sci-fi show, stay open past the six-week mark ...
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LOGAN SQUARE — We've got bad news for anyone who assumed the wildly popular "Stranger Things" pop-up bar would get an extended run.

Netflix won't let the Logan Square venue at 2367 N. Milwaukee Ave. stay open past the six-week mark.

The streaming/production company's legal team sent an adorably nerdy — yet firm — letter to the folks behind the pop-up on Aug. 23, insisting the bar close by the originally scheduled end date, Oct. 1.

"Look, I don't want you to think I'm a total wastoid, and I love how much you guys love the show. (Just wait until you see Season 2!) But unless I'm living in the Upside Down, I don't think we did a deal with you for this pop-up," the letter reads.

"You're obviously creative types, so I'm sure you can appreciate that it's important to us to have a say in how our fans encounter the worlds we build."

The letter goes on, saying, "We're not going to go full Dr. Brenner on you, but we ask that you please (1) not extend the pop-up beyond its 6 week run ending in September, and (2) reach out to us for permission if you plan to do something like this again."

(Scroll down for the full letter)

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Since opening in mid-August, "The Upside Down," named after the spooky alternate reality in the show, has quickly become the hottest bar in town. Fans from across the city have been waiting in long lines to get syrup-flavored "Eleven's Eggos" cocktails, check out the lit-up alphabet wall and sit on the Byers' family couch.

So, naturally, the architects of the pop-up, who also run neighboring Emporium Logan Square, wanted to extend the six-week run and keep the party going.

"If Netflix were OK with us running The Upside Down project through the season two premiere & the Halloween weekend we would most definitely have continued this incredible party a little bit longer!" manager Jared Saul wrote in an email. (The season two premiere is scheduled for Oct. 27.)

But Saul emphasized there's no hard feelings.

"It's been so much fun for us & for fans of Stranger Things & has even introduced the show to new fans here in Chicago who weren't aware of the show before visiting the pop-up!" he wrote.

Netflix Letter 'Stranger Things' Pop-Up Bar by [Mina Bloom](#) on Scribd

NETFLIX

August 23, 2017

Emporium Arcade Bar
% Danny and Doug Marks
2363 N. Milwaukee Ave
Chicago, IL 60647

Via email

Danny and Doug,

My walkie talkie is busted so I had to write this note instead. I heard you launched a *Stranger Things* pop-up bar at your Logan Square location. Look, I don't want you to think I'm a total wastoid, and I love how much you guys love the show. (Just wait until you see Season 2!) But unless I'm living in the Upside Down, I don't think we did a deal with you for this pop-up. You're obviously creative types, so I'm sure you can appreciate that it's important to us to have a say in how our fans encounter the worlds we build.

We're not going to go full Dr. Brenner on you, but we ask that you please (1) not extend the pop-up beyond its 6 week run ending in September, and (2) reach out to us for permission if you plan to do something like this again. Let me know as soon as possible that you agree to these requests.

We love our fans more than anything, but you should know that the demogorgon is not always as forgiving. So please don't make us call your mom.

Thanks,

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