

Andy Warg Joins The Armory as Vice President of Entertainment

Industry veteran “beyond excited” to join leadership team of Minnesota’s hottest event venue



Minneapolis – (Jan 30) – Andy Warg, a 27-year veteran of the live entertainment business who has been the head of booking at Target Center arena since 2004, is joining The Armory leadership team where he will direct the venue’s event booking activities as its Vice President of Entertainment.

“The Armory is the preeminent concert venue in the upper Midwest, and I am thrilled to be joining their exceptional management team. In its inaugural year The Armory hosted over 70 concerts and special events, and it is without a doubt quickly becoming an iconic destination for world-class entertainment.”

“Andy knows this business and this community like no one else in the Twin Cities,” said Ned Abdul, President and CEO of Swervo Development which owns The Armory. “His talents are respected worldwide and his counsel is sought out by performers, agents, promoters, event planners and logistics experts because he’s creative, he’s engaged and he delivers on his promises and commitments. There are north of two million people living in the Twin Cities; Andy is the person in this community we most wanted to add to our team and we’re delighted we’ve succeeded in that effort.”

Warg succeeds Beecher Vaillancourt III who is leaving the organization to spend more time with his family.

“It’s been the most fulfilling experience of my professional life to be part of the hardest-working team in the business that launched The Armory,” said Vaillancourt. “At the same time, I’ve tried my hardest to be a good husband for my wife and father for our two amazing daughters, but I’ve come to realize that I’m just doing too damn much and that’s had an impact on my family. This is the right decision for me and my family.”

“A big part of The Armory’s success is due to Beecher,” said Abdul. “ He is a fantastic friend and colleague but we support his decision and we wish him and his family every success and happiness.”

Warg is a 1993 graduate of the University of Minnesota and began his career in live entertainment touring with *Sesame Street Live!* He has worked for the NFL Special Events division, managed national Broadway show tours, oversaw the venue operations at the State, Orpheum and Pantages Theatres, and since 2004 served as the Director of Booking for Target Center. Andy has also produced multiple festivals in the Twin Cities including Snowta NYE, Safe in Sound and Zombie Pub Crawl.

About The Armory

The Armory is Minneapolis’ leading events venue located in heart of the city’s downtown. After decades of neglect and under-utilization it returned to its roots in 2017 as the quintessential location for concerts, sporting events, trade shows, corporate events and private celebrations.

The Armory was designed by Saint Paul architect P.C. Bettenburg, who was also a major in the Minnesota National Guard. From the late 1930s through the 1970s, it was a venue for civic events, including concerts, political conventions and sporting events. The building was used by the Minneapolis Lakers as a part-time home between 1947–1959, and as its primary home court for the 1959–1960 NBA season. In 1982, Minneapolis musician Prince used the building to shoot the music video for “1999.” Sixteen years later, Aerosmith recorded their music video for the song “I Don’t Want to Miss a Thing.”

Hennepin County bought the Armory in 1989 as the site of a new county jail, but was blocked by a lawsuit filed by the Minnesota Historical Society. In 1993, the Minnesota Supreme Court ruled that The Armory was protected by state law and could not be torn down because of its historical status.

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