

Podtalk: Melissa Grubbs of Chicago's Reckless Records on 'High Fidelity' Pop Up, Feb. 13-15, 2020

Submitted by [PatrickMcD](#) [1] on February 13, 2020 - 12:06pm

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CHICAGO – “High Fidelity” is back! The iconic 2000 film, which was set in Chicago, is being rebooted as a Hulu series featuring Zoë Kravitz. Although the new series is centered in Brooklyn, Chicago’s Reckless Records – the 1379 North Milwaukee location in Wicker Park – will participate in a special “Pop Up” that will celebrate the series and its roots, from 1-7pm, Thursday-Saturday, February 13th-15th, 2020.

To introduce the updated series – which is available at Hulu for download on Valentine’s Day 2020 – Reckless Records will be giving away “High Fidelity” LPs, T-shirts, hats, totes, buttons and more during the event days. Attendees can also unlock shareable assets at the Hulu/Spotify “Swipe to Spin Your Love Anthem” kiosk. And Hulu will match record sales over the three days and donate the funds to the music education non-profit Little Kids Rock, a program with a thousand-strong network of grades K-12 teachers across 45 states, leading a national movement that brings innovative and inclusive music education to students.



Zoë Kravitz is Featured in 'High Fidelity'
Photo credit: Hulu

The roots of "High Fidelity" goes back to the 1995 novel by author Nick Hornby (who serves as writer and Executive Producer of the reboot). The adventures of a record store owner was originally set in London for the novel, but the location was moved to the Wicker Park neighborhood of Chicago when the 2000 film – featuring John Cusack – was produced. The Reckless Records Pop Up is back in Wicker Park.

In the following Podtalk, Patrick McDonald of HollywoodChicago.com talks to Reckless Records manager Melissa Grubbs about the upcoming "High Fidelity" Pop Up and the roots of the series in Chicago.

The series "High Fidelity" premieres on Hulu, February 14th, 2020. Featuring Zoë Kravitz, David H. Holmes, Jake Lacy and Da'Vine Joy Randolph. Created by Sarah Kucserka and Veronica West. The Reckless Records "High Fidelity" Pop Up will take place February 13th-15th, 2020, from 1-7pm and is located at 1379 North Milwaukee in Wicker Park, Chicago.



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