

MUSIC

Overton Park Shell unveils mobile version of venue

By [Jada Ojii](#), Daily Memphian

Updated: July 28, 2023 9:22 AM CT | Published: July 27, 2023 3:57 PM CT



The Shell on Wheels brings a mobile amphitheater, the Mobile Shell, to a hangar at the former Coca-Cola bottling plant on Hollywood July 27, 2023. (Patrick Lantrip/The Daily Memphian)

The Overton Park Shell has a new tool to bring concerts all over the city.

As part of the Shell on Wheels program, the nonprofit unveiled the Mobile Shell Thursday, July 27, at the former Coca-Cola bottling facility on Hollywood Street.

The new venue is a scale mobile replica of the Overton Park Shell, originally built in 1936.

Shell on Wheels to bring music to more parts of the Mid-South

Local musicians Kortland Whalum and Susan Marshall took to the stage at the unveiling, giving the public a taste of what to expect from the Mobile Shell.

The Mobile Shell stage is 50 feet long and 20 feet wide when fully set up. It is described as a “hydraulic 1930s style bandshell ‘on wheels,’ with the sound, lighting and power integrated inside.”



Kortland Whalum (right) performs a concert on a Shell on Wheels concert at the former Coca-Cola bottling plant on Hollywood July 27, 2023. (Patrick Lantrip/The Daily Memphian)

Tom Edwards designed the mobile venue.

Its first event will be at the former Southwest Twin Drive-In this Saturday, July 29, from 4 to 8 p.m. the Southwest Twin Summer Block Buster event will include food vendors, a bounce house for children to enjoy, a car show and live music, courtesy of DJ Chuuuch and Jerome Chism on the Mobile Shell.

The Mobile Shell can also be rented for use for at music festivals, community gatherings and fundraisers.

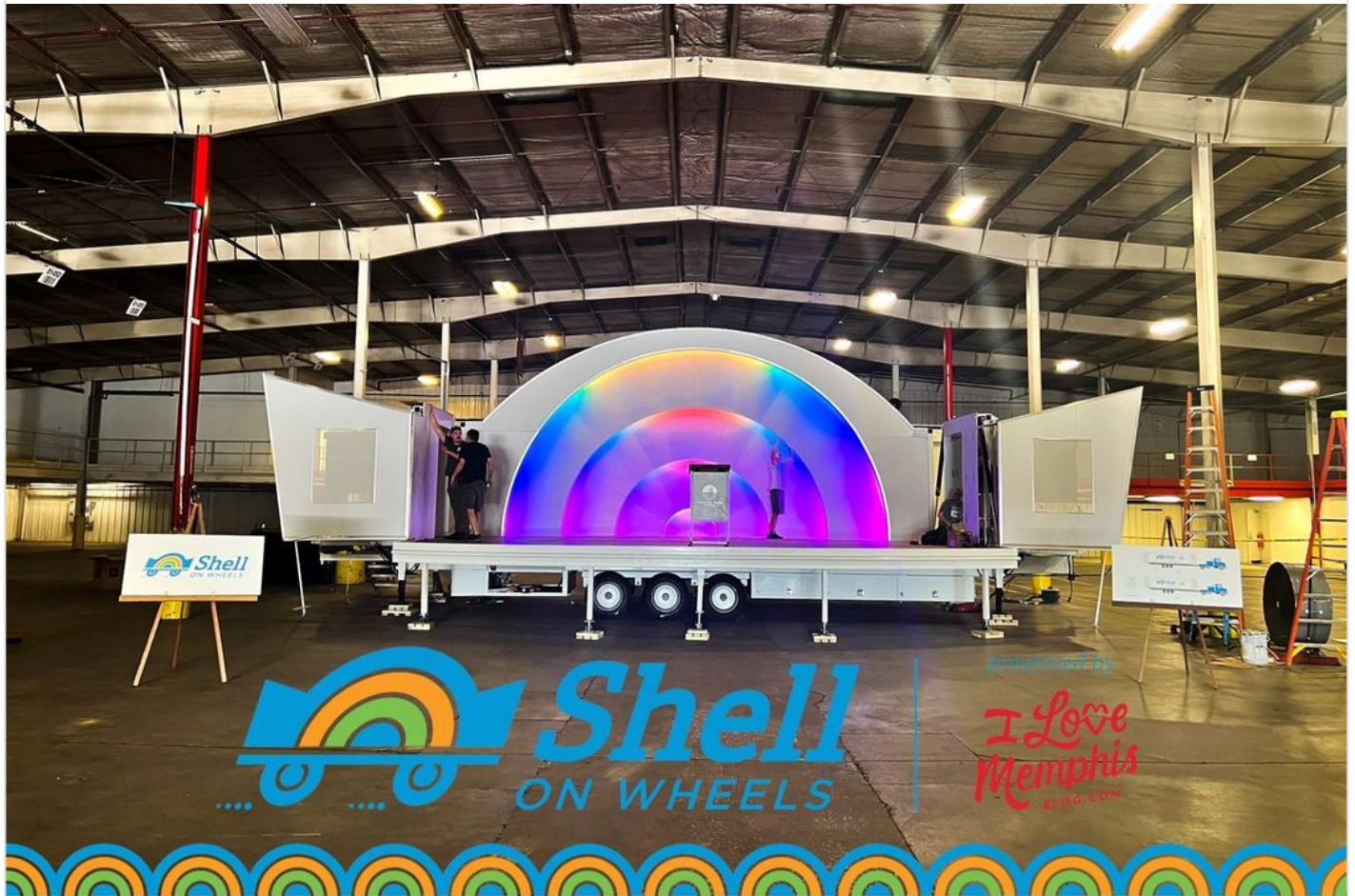
Overton Park Shell reveals 2023 free concert lineup

With Mobile Shell rentals, the Overton Park Shell provides sound and light engineers, as well as a commercial driver's licensed (CDL) driver that operates and transports the portable stage. A generator will also be in tow, ensuring that power difficulties aren't a concern.

“The main goal of the program is to make performance art,” said Yolanda Kelly, Shell on Wheels outreach manager. “When I first started, a lot of the feedback that I’ve heard when we’re getting to know different organizations, different artists, is just how much the costs are when it comes to putting these (concerts) together.”

**overtonparkshell**

26.3K followers

[View profile](#)[View more on Instagram](#)**509 likes**

Add a comment...

Shell on Wheels, which launched in 2019, seeks to bring the excitement of live music, dance and more to people in Memphis and Shelby County that don't have access to the Overton Park Shell.

Its main goal is to “provide an affordable solution to building community through music and making the performing arts more accessible.”

And with the Mobile Shell now being the “centerpiece” of the program, more areas and neighborhoods in Memphis can take advantage of concerts and live events throughout the city.

Guest Column: Imagining music venues in every Memphis neighborhood

“Shell on Wheels’ potential for creative placemaking throughout our city and region is transformational,” Natalie Wilson, Overton Park Shell executive director, said via press release.

The outreach program is partnering with more than two dozen local organizations to make that mission a reality, including the Metropolitan Inter-Faith Association (MIFA), The Works Inc., Stax Museum of American Soul Music, Stax Music Academy and the National Jookin League.



Kortland Whalum (right) sings to the crowd at a Shell on Wheels concert at the former Coca-Cola bottling plant on Hollywood July 27, 2023. (Patrick Lantrip/The Daily Memphian)

TOPICS

MOBILE SHELL SHELL ON WHEELS OVERTON PARK SHELL

Jada Ojii

Jada Ojii is a journalist and avid foodie, born and raised in Memphis. Jada is also a University of Memphis graduate.
