

EXCLUSIVE: Soccer Media Startup Footballco Wants to Own New York's World Cup Summer

This July, the soccer media brand Footballco will host a two-week activation in Brooklyn tied to the final weeks of the World Cup, part of a broader effort from the global outlet to introduce itself to U.S. audiences.

The event, called the House of Goal, will take place at Industry City in Brooklyn and run July 4 through July 19, according to Jason Wagenheim, the chief executive officer of its North American business.

The free-to-attend pop-up will span multiple themed zones covering music, fashion, art, gaming, food, and street soccer, with programming that includes live podcast tapings, a documentary film series, DJ nights, and panel discussions on topics like the intersection of soccer and street culture.

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