



**Hal Real**

Founder of the Real Entertainment Group and World Cafe Live

### PHILADELPHIA'S ENTREPRENEUR IDOL JUDGE

Hal Real is a seasoned entrepreneur with a passion for new ideas and a history of transforming those ideas into successful businesses. After establishing himself as a respected real estate attorney, and having created a successful data security firm, in 2001 he formed the Real Entertainment Group in order to “radically change the landscape for contemporary music audiences and artists.” In October 2004, Hal delivered the first installment of that promise by opening World Cafe Live, a trailblazing live music venue and restaurant complex located at 3025 Walnut Street in Philadelphia. WCL shares the historic Hajoca building with revered public radio station WXPB, whose nationally syndicated “World Cafe” radio show inspired the venue’s name and musical philosophy — bringing new music to people and new people to music.

WCL features live music, food and fun on two levels, 7 days a week. The Downstairs Live main stage is a concert hall with unsurpassed sight lines and acoustics, featuring shows by living legends and emerging contemporary artists, along with full bar and restaurant offerings. The Upstairs Live Cafe is a restaurant and bar, serving lunch and dinner daily, and featuring an intimate stage showcasing local and regional emerging artists. In addition, WCL has also become a favorite spot for the region’s most coveted private parties, meetings and special events. Plans for additional WCL venues in other cities are in the works. For more information, visit [www.worldcafelive.com](http://www.worldcafelive.com).

A gifted musician, outside of his music business interests, Hal is active in other arts, educational and community organizations. He sits on the boards of the Greater Philadelphia Cultural Alliance and the People’s Light & Theatre Company, is a past chairman of the Main Line Chamber of Commerce, and frequently serves as a guest lecturer at Wharton, Temple and Drexel.