

New Documentary Reveals the Untold Story of Armadillo World Headquarters, the Venue That Shaped Music History

The production team—which added Woody Harrelson as a producer—has uncovered archival footage featuring 100+ performances by Willie Nelson, Jerry Garcia and more

AUSTIN, TX, UNITED STATES, July 22, 2026 /EINPresswire.com/ -- A feature-length documentary chronicling the rise, cultural impact, and enduring legacy of [Armadillo World Headquarters](#) — the legendary venue that helped shape Austin's music identity — is currently in development.

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The Armadillo wasn't just a music venue,” Harrelson said. “It was where all kinds of worlds came together, artists, outlaws, hippies, students, dreamers, everyone under one roof.”

Woody Harrelson

The documentary draws from a restored archive of more than 100 audio and video recordings captured inside Armadillo World Headquarters during its heyday. The archive includes electrifying performances and candid behind-the-scenes moments from some of the most influential artists in modern music, including Bruce

Springsteen's show on his first Texas tour, Linda Ronstadt performing with Little Feat, and unforgettable sets by Willie Nelson, Maria Muldaur, Fats Domino, Waylon Jennings, and Charlie Daniels.

Through these recordings and firsthand accounts, the film traces how Armadillo World Headquarters became a cultural crossroads where outlaw country, rock, blues, and counterculture converged—launching careers, breaking genre barriers, and helping cement Austin's identity as the Live Music Capital of the World.

Texas native and Academy Award® nominee Woody Harrelson has joined the project as a producer, bringing his longstanding connection to Austin's creative community to the film. Harrelson's partners Jeremy Plager and Ilya Bronchtein will executive produce.

The documentary is directed and edited by David Brodie and produced by Angus Wall, Eve Kornblum, Kent Kubena, and Terry Leonard, all of MakeMake (The Greatest Night in Pop, Being Eddie, and SXSW 2026's Lainey Wilson: Keepin' Country Cool), along with Passion Point Collective's Marcus Peterzell (The Cure: Show, James Brown: Godfather of Soul) and Amy Slotnick (AS I AM: The Life and Times of DJ AM, Frida).

“The Armadillo wasn’t just a music venue,” Harrelson said. “It was where all kinds of worlds came together, artists, outlaws, hippies, students, dreamers, everyone under one roof. Careers got started there, genres mixed, and what really sticks with me is how it made people feel like they belonged. People came for the music, but what they found was each other. The Armadillo represented something we don’t see much anymore, and that’s a big part of why I wanted to be involved with this film.”

The film arrives amid a broader resurgence of the Armadillo brand, spearheaded by a new Austin entity that acquired the IP rights through a partnership with the original owner, Eddie Wilson. Recent initiatives include a relaunch with Austin FC and a widely attended Armadillo World Headquarters pop-up experience, introducing a new generation to the venue’s legacy. The project also follows the momentum of the short documentary Armadillo Man: The Trips of Jim Franklin, currently airing on PBS stations nationwide.

The film is in development, with additional production partners set to be announced.

About Armadillo World Headquarters

Once a legendary music venue, Armadillo World Headquarters (AWHQ) closed its doors in 1980 and was revived in 2024 as a purpose-driven brand celebrating Austin’s roots while supporting the growth of music and arts culture. Reimagined for a new generation, AWHQ celebrates Austin’s creative spirit by uplifting local artists and venues, while bringing community together over the art that connects us. Through live music, visual art, film, and grassroots events, AWHQ carries forward the original “Dillo spirit,” honoring what makes Austin weird and wonderful.

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