

SUMMERSTAGE, CENTRAL PARK - VENUE UPGRADE

WHAT IS SUMMERSTAGE?

City Parks Foundation's SummerStage Festival was founded in 1986 at the Naumberg Bandshell in the spirit of Central Park's original purpose—to serve as a free public resource to help enrich the lives of New Yorkers. In 1990, having outgrown its space, SummerStage moved a few hundred feet east, to Rumsey Playfield, its present home at 72nd Street in the heart of the park.

Today, SummerStage is New York City's largest, free outdoor performing arts festival, taking place in Central Park and in 15-18 neighborhood parks around the city, from May-October, presenting **100+ performances (85+ are free)** for 250,000+ audiences annually. We present artists of the highest quality across multiple disciplines and genres, with a focus on both iconic and emerging artists who reflect the interests of New York's diverse communities.

At SummerStage's Central Park flagship venue, we present 30+ free performances annually and, to help support our free concert series in all five boroughs, we present up to 22 ticketed benefit concerts collaboratively with our exclusive partner, The Bowery Presents. In addition, we rent our venue to corporate clients including the annual Good Morning America summer concert series.

WHY ARE WE RENOVATING OUR CENTRAL PARK VENUE?

With a stage that is nearly 20 years old and that can no longer hold the weight of the productions (lights and other elements) that are touring, a sound system that is nearly 10 years old, and a venue that developed organically over the years, this will be the first opportunity to re-envision the 5,500-capacity space holistically. As an iconic venue that presents dozens of live performances annually, we must remain competitive, because we believe that New Yorkers deserve the very best.

WHAT CAN I EXPECT IN 2019 AND BEYOND?

Changes will be made by the start of our season in 2019. With Central Park's stunning trees framing the space and creating an intimate feel, and our long history of presenting iconic artists and diverse curation, SummerStage will remain an only-in-New York concert destination for artists from around the world.

CityParks SUMMER STAGE 2019



ARTIST & PRODUCTION EXPERIENCE

- Stage canopy will increase by 20% in diameter and foundational support will be reinforced to allow for greater weight load of production elements.
- New stage will include front thrust, added side wings, and improved access ramps.
- New LED screens on stage and at positions to the left and right of the stage.
- New sound system designed by Acoustic Distinctions.
- Upgraded production lighting designed by Al Crawford/Arc3Design.
- Upgraded artist dressing rooms.
- Enhanced backstage patio area for artists and guests.

GUEST EXPERIENCE

- Relocating pedestrian circulation around the perimeter, removing pathways that currently cross in front of audiences and disturb viewing.
- Bleacher seating for up to 880 will be raised 3 ft. above ground to improve sightlines over crowds standing on the main field. Ground seating with chairs can be added for up to 1900.
- Upgraded VIP area at center of the house with increased capacity for 160, covered bar area, air conditioned bathrooms, and new viewing balcony for 80. Adjacent VIP-only bleacher seating can be available for up to 260.
- Upgraded VIP seating with direct sight lines at stage left for 50 under covered area and additional standing room for 30 on raised platform; plus backstage bar, seating area, and air conditioned bathrooms.
- New raised, covered artist guest viewing platform for up to 150 at stage right with direct sight lines and air conditioned bathrooms.
- Additional bathrooms and ADA access throughout.
- Enhanced landscape and architectural lighting, pathway and egress definition.
- New concession areas with high quality, accessibly-priced choices.