



Press Contact: Allison Mui, 646.223.3067, amui@new42.org

CITY OFFICIALS & RUDIN FAMILY CELEBRATE OPENING OF NEW VICTORY THEATER'S REINVENTED LOBBIES

Ribbon Cutting Ceremony November 30 at 5pm

New York, NY (November 29, 2017) -- The New Victory Theater, the City's premier theater for kids and families, will unveil **LuEsther's Lobby** and the **Jack and Lew Rudin Lobby**—two new public spaces designed for the 21st Century family—at a ribbon-cutting ceremony tomorrow, Thursday, November 30 at 5pm.

"To recognize and reflect our unique audience from all over the city, including families on the weekends and large school groups on weekdays, we enlisted some of the City's best to help us create a new space that promotes access and engagement with the performing arts, two values we've used to guide us since we opened the doors to The New Victory over twenty years ago," says **Cora Cahan, President of The New 42nd Street**, the parent company of The New Victory Theater and the nonprofit responsible for the revitalization of the street's historic theaters.

The New 42nd Street raised over \$7.4 million to date for the project with \$3.9 million in public support from the New York City Council, the Manhattan Borough President, and the Mayor's Office through the NYC Department of Cultural Affairs. The remainder was raised from private funding, including the New 42nd Street Board of Directors and the nonprofit's generous donors. Designed by **H3 Hardy Collaboration Architecture** and built by Yorke Construction Company, the new lobby spaces feature interior graphic design by **Paula Scher of Pentagram Design Inc.**

"The New Victory Theater is not only an important fixture in the local arts scene, but also provides a wonderful way to engage with New Yorkers," said **Speaker Melissa Mark-Viverito**. "Through its efforts, the theater has nurtured the development of extraordinary artists and new works, provided local neighborhoods with responsible leadership and revitalization, and galvanized new audiences. The City Council is proud to support the arts and this \$3.3 million investment from the Council will ensure the New York theater scene remains vibrant."

"I'm proud to represent some of the most beautiful theater spaces in the world, including the incredible New Victory Theater," said **City Council Member Corey Johnson**. "The new LuEsther's Lobby and the Jack and Lew Rudin Lobby are wonderful achievements and it was a

privilege to assist in their funding. I'd like to thank Cora Cahan and everyone at The New 42nd Street for shepherding this important project to completion. This theater is truly a crown jewel in the theater capital of the world."

"We are pleased to support the reinvention of the public spaces in The New Victory Theater," said **Tom Finkelppearl, Commissioner of the NYC Department of Cultural Affairs**. "The renovations and new features underline The New 42nd Street's commitment to expanding access to the arts for patrons of all ages and from all parts of the city. Providing new ways for young people and families to engage with the theater will capture the imaginations of and inspire the actors, performers, artists, cultural workers, and audiences of the future."

"The theaters are our city's crown jewels," said **Manhattan Borough President Gale A. Brewer**. "I was pleased to support this project, and will always be enthusiastic about investments that make our theaters more accessible and promote access and engagement with the arts."

"For two decades The New Victory Theater has done an incredible job providing engaging performances for children, and we're proud to support the renovation of these public spaces" said **New York City Economic Development Corporation President and CEO James Patchett**. "We are thrilled to partner with The New 42nd Street to provide cultural attractions devoted to New York families."

Comptroller Scott M. Stringer said: "If we truly want to prepare our children for success in a 21st century economy, the arts matter. These new spaces will elevate the work of The New Victory Theater, help connect kids with the arts, and increase access for all. This is another step forward for our city."

LuEsther's Lobby, made possible with a generous grant from the **LuEsther T. Mertz Advised Fund of the New York Community Trust**, features a digital wall with animated posters showcasing the international roster of shows on the New Victory stage, an upgraded retail area, resource-efficient restrooms and complimentary patron lockers.

Features of the redesigned and renamed **Jack and Lew Rudin Lobby**, made possible by a generous contribution from **Fiona, Eric, Samuel and Nicholas Rudin**, include digitally-supported family engagement activities, an "Eat & Drink" cafe and a fully-integrated accessibility ramp that allows for equitable entry and exit. Staffed by members of the New Victory Public Engagement team and the New Victory Usher Corps, the **Jack and Lew Rudin Lobby** will provide multiple opportunities for families to explore the performing arts together both before and after every show.

"The New Victory Theater is a treasure of New York City culture and has long been a very special place for my family," says **Fiona Rudin, Chairman of the Board of The New 42nd Street**. "With the reinvention of its public spaces and the opening of the Jack and Lew Rudin

Lobby, the theater finally has a space as brilliant as the incredible work that's being done to bring revelatory performances and cultural engagement to New York families. More than ever, The New Victory embodies the spirit of the city itself--full of energy, always changing and welcoming to all."

About The New Victory Theater

The New Victory Theater brings kids to the arts and the arts to kids. Created in 1995 on iconic 42nd Street, this nonprofit theater has become a standard-bearer of quality performing arts for young audiences in the United States. Reflecting and serving the diverse city it calls home, The New Victory is committed to arts access for all students, teachers, kids, families and communities of New York to experience and engage with the exemplary international programming of theater, dance, circus, puppetry and more on its stages. A leader in arts education, youth employment and audience engagement, The New Victory Theater has been honored by the President's Committee on the Arts and the Humanities with the 2014 National Arts and Humanities Youth Program Award, by Americans for the Arts with a National Arts Education Award, and by the Drama Desk for "providing enchanting, sophisticated children's theater that appeals to the child in all of us, and for nurturing a love of theater in young people."

About The New 42nd Street

Founded in 1990, The New 42nd Street is an independent nonprofit organization charged with the continuous cultural revival of 42nd Street between 7th and 8th Avenues, building on the foundation of seven historic theaters to make extraordinary performing arts and cultural engagement part of everyone's life. The New 42nd Street fulfills this purpose by ensuring the ongoing vibrancy of 42nd Street's historic theaters; supporting performing artists in the creation of their work at the New 42nd Street Studios and The Duke on 42nd Street; creating arts access and education at The New Victory Theater, New York's premier theater for kids and families; and through the New 42nd Street Youth Corps, its model youth development initiative, which pairs life skills workshops and mentorship with paid employment in the arts for NYC youth. Inspired by the city it serves, The New 42nd Street is committed to the transformational power of the arts.

###