



## MOVING THE ARTS IN A WHOLE NEW DIRECTION

Minneapolis hasn't created a major new arts organization since a handful of cultural pioneers joined forces to build the Guthrie Theater in the early 1960s. Now, nearly half a century later, we are on the verge of giving birth to a new institution that promises to do for dance and state-wide arts education what the Guthrie has done for theater.

The Minnesota Shubert Center, a world-class performing arts center in downtown Minneapolis, will answer a specific need. Although the Twin Cities have experienced a cultural renaissance that has seen the expansion or rebuilding of some of our most cherished arts institutions, dance still lacks the flagship venue it needs to grow and thrive. The dance companies that will call the Shubert home currently perform in a variety of venues, most of them physically inadequate or prohibitively expensive. By providing our arts partners with a premier dance venue that is centrally located and affordable, we will enable them to grow artistically and achieve greater stability. Because no seat will be more than 65 feet from the stage, the Shubert will offer intimacy without sacrificing the artistic scale of much larger spaces.

In addition, the Minnesota Shubert Center will be the Minneapolis-venue for the world-acclaimed Saint Paul Chamber Orchestra and other musical groups. The Shubert will also (and already does) operate a state-of-the-art education program that connects students across Minnesota with dance and other performing artists via the internet. We expect more than 200,000 people to participate in at least 110 performances, hundreds of education classes and programs, and many other events at the Shubert in its first year of operation.

The Minnesota Shubert Center will consist of three buildings: two historic structures, the 1910 Shubert Theater (913 seats) and the 1888 Hennepin Center for the Arts (rehearsal and administrative building for 17 professional arts organizations), plus a new Great Hall to connect the two older buildings and serve as nerve center for the new complex. Together with the new Central Library, the Shubert will anchor the north end of Hennepin Avenue, revitalize the streetscape on what is now a dark and mostly empty block, and bring the positive energy of many thousands of people onto Hennepin Avenue sidewalks each year.

## WHAT IS THE ROLE OF ARTSPACE PROJECTS?

The Minnesota Shubert Center is an initiative of Minneapolis-based Artspace Projects, the nation's leading non-profit developer of affordable space for artists, primarily through the adaptive reuse of old warehouses, schools and commercial buildings. Artspace Projects was established in 1979 to serve as an advocate for the space needs of artists who were being forced out of Minneapolis' historic Warehouse District by rising rents. After effectively serving that need for nearly a decade, Artspace made the leap from advocate to developer. In the mid-1990s, Artspace broadened its mission again to include non-residential projects, performing arts centers, arts districts, and a wide range of advisory services.

Artspace has developed 17 major live/work projects in communities across America containing 721 units. It has also completed four major non-residential projects that provide more than 500,000 square feet of office, studio, gallery, rehearsal, and performance space. Its portfolio now comprises more than \$200 million worth of property. In addition, Artspace acts as a consultant to communities, organizations, and individuals seeking information and advice about developing affordable housing and work space for artists, performing arts centers, and cultural districts – usually, but not always, within the context of historic preservation. Artspace has provided consulting services in more than 45 states.

## WHO ARE THE SHUBERT'S ARTS PARTNERS?

The Minnesota Shubert Center will be shared by many nonprofit organizations, not just one or a few – which means, among other things, that the Shubert capital campaign is the equivalent of a dozen capital campaigns rolled into one. Our growing list of arts partners includes:

- The Saint Paul Chamber Orchestra
- James Sewell Ballet
- Zenon Dance Company
- Minnesota Dance Theatre
- VocalEssence
- ARENA Dances
- Ballet of the Dolls
- Greater Twin Cities Youth Symphonies
- Illusion Theater
- Minnesota Chorale
- Minnesota Fringe
- Minnesota Boychoir
- The Singers – Minnesota Choral Artists
- Twin Cities Gay Men's Chorus

## DO WE REALLY NEED A DEDICATED PERFORMANCE SPACE FOR DANCE?

Yes! Consider these examples from three leading dance companies:

- **James Sewell Ballet** – having previously migrated from the O'Shaughnessy Auditorium to the Historic State Theatre, the Sewell Ballet seized on the opportunity to perform in the new Guthrie Theater in 2006. In one weekend at the Guthrie, Sewell enjoyed a total audience larger than it had ever drawn in two weekends at the O'Shaughnessy largely thanks to the Guthrie's reputation as an important cultural destination and to amenities such as restaurants and bars on the premises and nearby. But when Sewell to book the Guthrie for the company's 2007-08 season, it was informed that because dance is not a Guthrie priority the space would not be available. This month Sewell presented its fall season at the O'Shaughnessy: after 14 seasons in the Twin Cities, it is back where it started.

- **Minnesota Dance Theatre (MDT)** – Last season MDT performed in no fewer than five venues. This year it is presenting its main programs at the Pantages Theatre, which local arts leaders have assessed as not well-suited to dance because of its shallow stage, lack of wing space, and deep, one-balcony auditorium. Why, then, did MDT choose to perform there? Because it is available.
- **ARENA Dances** – Thanks to a commission from Walker Art Center, Mathew Janczewski’s modern dance troupe recently performed in the McGuire Theater at Walker. With the marketing power of a large institution behind him, Arena Dances enjoyed the largest audience in its history and had both an artistic and a financial success. But it will not return to that venue soon, because the Walker does not rent its theater to local companies and repeat commissions are the exception rather than the rule.

## WHY SUPPORT THE SHUBERT?

1. **A FLAGSHIP FOR DANCE** – The Minnesota Shubert Center will be a destination for audiences seeking high-caliber performances of local and national dance.
2. **A MINNEAPOLIS HOME FOR THE SAINT PAUL CHAMBER ORCHESTRA** – The Minnesota Shubert Center will provide an acoustically superior, attractive, audience-friendly environment for unamplified music, featuring the Saint Paul Chamber Orchestra and other groups.
3. **STATEWIDE ARTS EDUCATION** – The Minnesota Shubert Center will provide innovative and educational online arts programming for Minnesota students and adults.
4. **DOWNTOWN MINNEAPOLIS** – The Minnesota Shubert Center will help transform the north end of Hennepin Avenue into a safe and welcoming place, day and night.
5. **ECONOMIC DEVELOPMENT** – The Minnesota Shubert Center will generate contributions of \$11 million a year from event and performance patrons reinvesting in area business.
6. **HISTORIC PRESERVATION** – The Center will include the historic Shubert Theater, the oldest theater in downtown Minneapolis and a building listed on the National Register of Historic Places.

## WHAT IS NEEDED?

The campaign goal is \$37.1 million. As of February 2008, \$27.8 million (or 75% of goal) has been committed.

## WHEN IS OPENING NIGHT?

October 2009.