

Kimmel Center Public Space Project
Moderator Notes
January 23, 2008
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Group "Green"

Users

Current: Subscribers, ticket buyers, performers, school groups, tourists, architecture lovers, lunchers, staff, community groups, restaurants, private parties, businesses, Solstice goers

Potential: Art galleries, "communities who think they don't have access, who think it's just the orchestra, who are stopped by the perception that it's elite and expensive," activities for kids, coffee lovers, college classes

Uses to expand or introduce:

More activities for kids; coffee house, bookstore, food court, retail, college classes, public performances, street-level restaurant, formal dances, fund raisers, important civic gatherings, practice spaces for local musicians and groups (these are very lacking in C.C.); a place to sit and find respite; club meetings.

Desired Values:

Special place; exciting; recognizable; culturally inclusive, not just classical but cutting edge as well; affordable for everyone; education; innovation; beauty; quality; warm and inviting; entertaining; integrated with streetscape; more interactive; luring passers-by.

What works

Ticket booth is convenient; art on the walls; the optical illusion of the vault; day lighting, sculptures; sense of awe and huge scale; attractive interior; roof looks great when seen from above and outside; anchor for the Avenue of the Arts; two good performance halls; comfortable seats with good sight lines at the Verizon Hall.

Doesn't work

Traffic flow and circulation ("There's just something wrong."); emergency egress (fire code worries); hard surfaces (slate floor); lighting causes glare; there's nothing soft; exterior gives you no clue whether it's open or closed or what's going on inside; no escalators; no art in plaza, no big installations that take advantage of the scale; surfaces and acoustics of plaza don't work well for corporate events; the limited hours and accessibility of Cadence; steepness of the Perelman; the black granite block at Broad

and Spruce (why not a video screen or ticket booth?); lack of interior signage (the place is disorienting and you get no help); the interrupted canopy on Spruce St. doesn't protect from rain, and has dangerous icicles; when you get Rush Hour tickets (a good program) you have 90 minutes to kill and there's nothing to do inside the hall.

Principles

- 1) Connect the outside to the inside**
- 2) "It looks like fun in there" – multiple activities on multiple tiers**
- 3) It's the music, stupid. Make the public spaces full of sound.**
- 4) Make the plaza a warm, comfortable oasis. (Water, seating, greenery)**
- 5) Eat, drink, shop. Create magnets to draw crowds.**
- 6) Everything with quality**
- 7) Affordable and inclusive.**