

Kimmel Center Public Space Project
Moderator Notes
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Group "Yellow"

Group Members

- Teachers
- Director of 9 Civic Groups Collaborative
- High School Student
- Musicians
- Communications Professional
- Members of Center

Small Group Discussion

USERS

- children
- young people – all ages
- silver age adults
- schools
- dance groups
- faith based organizations
- community centers
- city wide artist
- residents
- area employees
- young professional – networking groups
- swing dancers
- mummers

OUTREACH

- attract world renowned resident popular musician from different music genres
- partnering with groups like: flower show; book and cook; mummers; welcome Philadelphia; X-games; sports events to host appreciation nights at the Kimmel for different groups, i.e. professionals, teachers, community groups doing great things, faith based groups; etc.
- advertising and communication of events throughout the city
- broader outreach to targeted groups, marketing to change cultural perceptions
- identify musicians, performers, artist throughout the city – advertise on TV – advertise at hotels for their guest to be aware

USES

- activities
 - o educational activities with performers through discussions, bio presentation by artist, tours, performances geared to interests of all stakeholders
- music and art classes
 - o expose young people to jazz and other music forms, visual arts, performance arts, support arts for children in public schools
- lunch space
 - o set up space between 11-2 for public lunch access, more table and chairs, free performances during the lunch period in the common plaza by local troupes, artist, student performances, community center art performances, ethnic specific events, neighborhood events
- workshops
- meeting spaces
- exhibits

SUPPORTS

- marquee – billboard with changing images, messages, tastefully done, perhaps on Broad and Spruce
- kiosks
- use private rooms more for schools and other groups to do free performances (Blackbox theater, Rendell room, the roof garden, and other rooms)
- colors that coincide with cultural events on exterior walls
- hanging mobiles to engage the open air space in the center
- projectors
- display more art
- flexible environment
- movable art to engage people in all parts of the center
- tactile and sound art for visually or hearing impaired
- develop ticket sales
- city centralized ticket vendor to purchase tickets outside of the center
- portable climbing wall
- gift shop with more variety-develop catalog, retail area open to the street (15th and Spruce entrance), artist crafts, more variety at eatery with affordable cost and open when public available
- better lit streets and buildings (inside and outside) light scaping
- visible security – guards, cameras, police patrol
- list of close parking garages - affordable
- better trained usher corp to respond more sensitive to patrons (disabled, etc.)

BARRIERS

- Kimmel resources (money)
- Perceptions
 - o Broad St. not safe – side streets going north are dangerous, murder capital, not safe at night,
- transportation from inner city – partner with Septa, parking garages, Philly car share, free transit rides with ticket purchase, philly phlash, Fairmount trolley and shuttles from suburban/market, valet bike parking
- areas around the center poorly lit
- communications about the activities offered
- transparency of the mission and goals
- lack of advertising
- perceptions of elitisms
 - o seen as the place for affluent whites and blacks- other groups excluded
- austere environment-sterile feel
- no central visual draw in side the common plaza (like the eagle in Macy's)
- space affordability
- bathroom placement

VALUES

- Greenery – live plants, flowers, outside and inside- use the proliferation of light to grow plants that the center could use
- Partnerships with different universities (Temple Tyler School of Art, University of Arts, Moore College)
- Affordability of amenities and space access (3.00 bottle of water, ridiculous)
- Esthetic concerns (no junk) during concerts and other activities – centralized area for retail exchanges of artist products, more warmth across the board but not clutter
- Maintain the muted calm colors and earth tones as the permanent backdrop consistent with the art of the building – respect the building but accommodate the culture, colors and aesthetics of the groups presenting during the calendar schedules
- People friendly – appropriate seats for seniors, softer seating, seating to accommodate face to face conversations

PRINCIPLES

- The Center as a charitable and educational venture for the arts
- Develop substantive education initiatives
- More inclusive mission, transparency and communications about what is available (i.e., free tickets, private function space, and other offerings in a timely and clear manner)
- Service the Philadelphia Citizens and surrounding counties - Kimmel Center become “Philadelphia Show Place” branding the center as the hub for city cultural events –

showcase the talents and culture of Philadelphia's citizens- offer an opportunity for individuals and groups to get exposed to a larger audience

- Attract younger audiences
- Free activities to augment larger events
 - o Independent activities
 - o Main events
- Partnering with other groups or events that identify with Philadelphia – Be a part of packages that include Kimmel events at restaurants, other venues,