

Kimmel Center Public Space Project
Moderator Notes
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What Are Your Hopes and Fears?

Hope: We maintain income to maintain spaces
 Fear: We won't

Hope: More seating and comfortable
 Fear: Get in the way of the flow

Hope: All spaces warmer
 Fear: There won't be follow-through

Hope: Technology will be integrated with the building
 Fear: The cost will scare people from making the necessary changes

Hope: A lot of people will visit from 10 am to midnight
 Fear: They will get there and forget it's a performing arts center

Hope: We bring in as many kids as possible
 Fear: Won't happen

Hope: We will have diversity in groups and space use
 Fear: Our mission gets lost

Hope: The space plan supports what we do
 Fear: It impacts our primary mission on programming and customers

Who Are Current Users/Stakeholders?

Box office
 Resident companies
 Restaurant Associates
 PECO bar
 Gift shop
 Volunteers
 Ticket buying public
 Artists
 Support staff

Institutional Event attendees
 Corporate event users
 People who attend events e.g. weddings
 Students
 School groups
 Neighboring businesses-e.g. restaurants and garages

Who Are Potential Users/Stakeholders?

Non concert going public at both concert and non concert times
 Book shop customers at non event times
 PECO bar patrons at non concert times
 Tourists
 Free concert attendees
 Late diners, diners at non concert times
 Bar patrons

What Do They Value?

Cache of being at the Kimmel, arts center
 Accessibility both in terms of access to the building and transportation to the building
 Cleanliness
 Location
 Music
 Programming
 Pricing
 Web ticketing
 Restaurants
 Acoustics
 Comfortable seating
 The organ (if they can find it!)
 Difference at Kimmel versus competitor venues
 Having 4 places to be entertained at the Kimmel (including Innovation in the basement)
 Attractiveness
 Warmth
 Consistency in warmth in both performing and public spaces

What Will They Do?

18 hours of art, visual, something going on
 Special event every day, on tiers, before and after performances
 Exhibition space for Orchestra and other exhibits
 WiFi hot zone

Enjoy a focal point like a fountain, Japanese garden, or aquarium
 View greenery which breaks up the space
 Have free public performances by students or others
 Citywide events (L.A. center models this well)
 Corporate meetings in Verizon hall
 Late night crowd interactions
 Lunchtime crowd activity
 Performing arts library
 Students enjoy the space as part of the University Arts campus
 Movies
 Plaza for sketching

What Enables These Activities in the Current Space?

Big space
 Fabulous glass ceiling and Tier One
 People can be sheltered from elements
 Balcony in Cadence
 Climate control
 Garage downstairs
 Built in bars
 Lobby works for big crowds in its roominess and airiness
 Rooftop garden
 Free coat check
 Ease of box office
 Volunteers who answer questions
 Restaurants, when open
 Good access to Verizon hall for disabled
 Ushers
 Security team keeps things safe and can answer questions

What Are the Obstacles To These Activities in the Current Space?

Lack of signage
 Security can be off putting
 Confusing to get to Cadence
 Can't tell what is going on inside building even when it's full
 Façade makes it appear nothing interesting is going on
 Exterior signage
 No flag out front to symbolize it is a performance night
 Not enough lighting
 Can't tell there is a restaurant inside
 People don't know the building is open
 Can't go past the lobby

Not welcoming
 Can't see the art
 Front doors don't all work
 When concerts are over, the lights go off and the doors are locked
 No sign outside to tell people when the performance will end
 No digital signs to attract exterior attention
 Plaza acoustics
 Hard to see over the people in a crowd
 No sound system in the public seat
 Few seating areas which are uncomfortable
 Plaza is rental space and everything gets moved around for ad hoc events

What Principles Should be Used in the Design?

Warm up space
 Break up space
 Less imposing space so an art student doesn't worry about being escorted out
 Signage including availability in Tier 1 and Tier 2
 Seating that can be used for a happy hour setting
 Do we need movable space? Don't other venues make rental clients work around space and sell the space as unique because of its design?
 Better strategic lighting
 Balance operational cost with design
 More energy efficient lighting, no incandescent
 Be mindful of who "Owners of space" are and what they want
 Have a design plan that can be communicated and marketed to all stakeholders
 Respect public art
 Maintain uniqueness of space
 Need ease of emergency exiting
 Need "drive by vision" of what is going on inside
 Signage that is easy to see and react to
 Space conducive to after hours access and enjoyment-bar menu, post concert crowd
 A way to integrate the gift shop
 Exploit the balcony
 A more comfortable floor that functions in the space (yellow brick road?)
 A space that allows perception of the space to match the reality of what is there
 Ease of navigation in the space