

Kimmel Center Public Space Project
Moderator Notes
January 31, 2008: Kimmel Center Staff Forum
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HOPES

- become destination for other than performances – become alive other times
- return to level of use (great use) when first opened
- broadest possible regional people have place in Kimmel Center (all kinds of diversity)
- life up to hype and physical stature
- want people on the street to know KC as vibrant, fun, world class
- bring out beauty in building
- KC contribute to its external environment/affect walkers
- Know what we are when the walk in
- Address on front
- Busy all day
- Update “founders” wall
- Year round performances
- Hope we will become the New York Yankees, not the Philadelphia Phillies (Kimmel is to Lincoln Center as Philadelphia Orchestra is to New York Orchestra)

FEARS

- cynicism of Philadelphia will put us into too big a hole do dig out of
- we don’t “see” everybody (full diversity) as audience

USERS

- tourists – visitors to Philadelphia and KC
- concert goers
- students K-college
- local employees for lunch
- power walkers/mall walkers
- 30+ group / under 30 group
- diners
- resident companies/artists
- young artists
 - venue to show work of students from U Arts, CAPA, etc.
- architects
- people who want to read
- young professional groups
- photographers/sketchers
- clubs
- school groups

- people who come to sit and meet others
 - virtual office space
- chess players/game players – game corner
- shoppers – retail
- VIPs/local celebrities
- Club scene (Club Kimmel)
- Donors – special events
- Local government – civic events
- Schools – graduation events
- Production companies

USES

- Movie screenings
- Restaurant
- Social events (weddings...)
- Shopping
- Chess clubs
- Lectures
- Learning opportunities
- Meeting/virtual office space
- Temp gallery – art exhibitions
- Testing
- Conference space
- Listen to different music
- See different kinds of art
- Classes
- Building as classroom – object/subject of study
- Hot yoga in the garden
- Religious services/and meetings
- Indoor community festivals – flea markets
- Show student films
- Grand scale installations and performance art
- Dancing in the plaza
- Entertainment – buskers
 - Inside
 - On sidewalk
- Local artists
 - Spoken word
 - Monologue slams
- Super bowl party
- Oscar party
- Launch pad for up-coming artists

- Voting
- Fashion shows
- Pride fest activities
- Internet café

IDEAS

- Large signs of what's happening inside and out
- Sidewalk cafe
- Box office face street and put roof over it
- Musical kiosks
- Free "anything" – internet access, movies
- Decorate for seasons/holidays
- Panel pictures of local people
- Enlist celebrities to support
- Cover/enclose roof garden
 - Sound
 - Coolness
- Banners that extol the arts/out program
- Need to move from talk to action
 - Staff have had these conversations before, but nothing happens
- Plaza is energized/energetic often – when there are shows, weekends, etc.

VALUES

- Inclusiveness
- Building audiences
- Civic pride
- Solid reputation
- Enlightenment
- Education
- Sense of ownership
- Value for money
- Reflection of the city and region
- Accessibility – for all --- physical, financial, interest

SUPPORT

- Staff
 - Cares
 - Competent
- Size of building
- In part of center city that is growing
- Near University of the Arts
- Modular construction

- Vertical space that could be used
- Only place like it in the region
- Building is an inside public square – weather doesn't matter

INHIBIT

- Building is
 - Cold
 - Not inviting
 - Uncomfortable furniture in public spaces
- Building has physical barriers – ropes to keep people out
- Lac of signage inside and outside
- Stairs lack center rail/support for directionality
- Not enough programs
- Lack of PR about what's happening
- Lack of southern foot traffic
- Regular or common person doesn't see self when come in or feel comfy – for “elite”
- Nothing “says” community
- Wind in building
- Outside vendor agreements – food, gift shop – exclusivity
- Beauty of building conveys “elitism”
 - Need to soften, humanize
- Art can't be easily seen
- Sound from one public space bleeds elsewhere
- Crowd movement difficult when all spaces are in use

Principles

- Building should celebrate the arts, not just contain them.
- The center should project itself out outside of itself, onto the street and sidewalk (sidewalk cafes; Cadence terrace, music outside, dynamic signage)
- We want everybody; celebrate the breadth of the regional demographics
- Appeal to people, not an audience; treat visitors as guests, not as money sources.
- Make it warmer, more welcoming
- Anticipate guest needs (signs, greeters, accommodations, comprehensive services)
- Make it affordable and accessible
- Commitment to fun