

Small Group Discussion

Introduction

- Ground Rules, explaining the process
 - What did you like, what works/what doesn't, what would you like to build on
 - Emphasis on *feedback*
 - Personal introductions
 - What initially stood out to you?
 - Desire to open a second entrance
 - Entrance needs to be open, inviting
 - Visual accessibility of interior through use of glass
 - Concern of crowds; would proposals clog public space during busy evenings?
- **Several participants moved to different, smaller discussion groups****
- Clarification of several details; one participant was confused w/
 - Idea of directing people towards different usage areas
 - Improving use of roof spaces—one neighborhood resident really liked this idea
 - Families use first-floor space
 - If you can't afford tickets, how can you use the space?
 - Most designs want to replace carnival stage space, replace with uses for 20-something crowd. *Not* accommodating for families
 - Liked ideas that connect performance to various audiences
 - Dance studio you can see from the street
 - Special performances in open space
 - Architecture isn't the problem, programming is the issue
 - Liked interactive qualities – how to increase personal interaction, connection
 - Rock-climbing wall, dancing studio were one of few actual activities people could engage in
 - Model of NYC's Kennedy Center – performances in the open public space
 - Differing uses for times of day
 - Daytime/lunchtime space: café, Wi-Fi, performances
 - Evening: space is cleared for heavier traffic of performance crowds
 - Proposed vertical structural staircase is too imposing
 - Concern: students changing the design/architecture—should be thinking more in terms of programming and use
 - Concern of practical concepts—what will/won't actually get done w/ budget
 - Sidewalk café, large hanging murals
 - Issue of signage
 - Large inside signs could be intrusive and interfere w/ architecture
 - Discussion of the need for signage—no one knows where things are
 - **Signage is a main issue**
 - Need to encourage 20-somethings to use the space
 - Younger demographic not drawn into classical music programming
 - How to draw those other demographics not interested in the music?
 - Programming could be used to introduce younger demographic to music
 - Roof attractions – what is needed to pull people to rooftop?

- Easy access
 - Should have a romantic feel
 - Specialty bar
- Something flashy inside the glass front that draws attention from outside
- Liked the café idea
- Need more light, color in the open space
- Projected images of dance, orchestra along w/ ambient music
- General positive response to specialty sidewalk lighting
- Liked the idea of water wall
 - Create water wall behind the bar area
- Concern: no talk of cost.
- Concern: how to make things more green/energy-efficient?
- Tension of meditative space vs. lively, interactive space: what do we want?
 - Think of space as accommodating many different types of uses
- Ease wayfinding so that people are dispersed across all areas—there is more space than is currently being used, but people don't know where space is
 - Signage
 - Entrance on 15th St.
 - Emphasis
- Incorporate more COLOR
 - Use color to help direct to particular uses
- What would bring you to Kimmel Center earlier/stay later
 - Additional performances afterwards
- Large outside informational display that people could view on way home from work
 - Scrolling information
 - Projections
 - Playing music of current/upcoming artists in café areas

****the idea of projected information/images got a strong positive response****
- Issue of the Black Cube at Broad and Spruce
 - Short-term: Programming/images projected
 - Long-term: incorporate students' entrance designs
- Ability to have changing art shows; connect other arts organizations to the Center
 - Create a display place within the public area
 - Building feels visually empty
- Staircase Tower Proposal
 - Tower is too imposing
 - *But* people really liked the way it connected the different levels
 - Visually clear how to get from one place to another
 - The Met in NYC has circular stair/elevator
 - Buildings come together, are pinched by the buildings—the tower would change that and ruin the space
 - **Agreed that access to different tiers is needed**
- Wrapped staircase around the Perelman
 - Not nearly as imposing as the Staircase Tower
 - Would help break up the block-like look of the theater
- Precedents for spaces that work
 - Library in Salt Lake City: created public street through library w/ shops, coffee shops, etc.

- Essentially used as community center—many different uses under one roof
 - Transformed the way people think of libraries
- Multi-use small performance stage area (in Commonwealth Plaza)
 - Let stage *be* something even when it's not in use
 - Many people had never seen stage actually being used
- **Signage is critical**
- Think of it in terms of needing *something to do when you get here*
- Tailor to tourism
 - Nothing seems to be happening during the summer
- Neighborhood residents felt like trespassers in public space
- Space is beautiful—work to enhance it, not completely change it
- Wrap-up and description of surveys