



MEDIA KIT

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ABOUT THE LONG CENTER

The Long Center, a 501(c)3 non-profit organization, is an iconic, world-class performing arts center located in the heart of downtown and serves more than 450,000 individuals annually. As Austin's Front Row, the Long Center is home to the Austin Symphony Orchestra, Austin Opera and Ballet Austin, and was "built by the community, for the community." By providing an impressive and diverse array of programming, The Long Center offers Austinites a place to experience remarkable entertainment and live arts together. For additional information and ticket details, please visit TheLongCenter.org or call (512) 474-LONG (5664).

OUR PHILOSOPHY

The Long Center is Austin's center stage, but we're also Austin's Front Row. Every day we bear witness to the city's creativity, soul, and diversity. We're proud to say that we're a product of our environment, and even prouder to say that we're cultivators of it. We have the best view of the city, so we see the Austin community clearly. That's how we're able to present the performances, music, movies, hangouts, festivals, and countless other interests that unite, delight, and inspire us all. We're not just putting Austin culture on display. We're extending a firsthand, front-row invitation to help shape it.

OUR STORY

Since its opening in 2008, the Long Center has become one of the nation's premier cultural showplaces, a world-class facility that is nonetheless completely and uniquely Austin. A center-stage location on the southern shore of Lady Bird Lake and a unique design that combines history with innovation showcase Austin's natural beauty and commitment to sustainability. And the story of how the Long Center came to be, featuring a literal cast of thousands, reflects Austin's community-wide commitment to cultural excellence and quality of life.

The Long Center is the climax of a story that goes back nearly 20 years, when leaders of the arts community first coalesced around a vision, a world-class arts center that Austin could call its own and that was fitting to the quality of work being performed here, particularly by Long Center Founding Resident Companies Austin Lyric Opera, The Austin Symphony Orchestra and Ballet Austin.

In November 1998, the citizens of Austin voted to approve the City's plan to lease the Lester E. Palmer Auditorium, built in 1959, to the nonprofit group Arts Center Stage, who would renovate Palmer into a community performing arts venue. In April 1999, Arts Center Stage received its lead gift of \$20 million from Joe and Teresa Long, and the Arts Center Stage project was renamed the Joe R. and Teresa Lozano Long Center for the Performing Arts.

Also, in 1998, Austin voters approved a new rental car tax to fund construction of the Palmer Events Center and Town Lake Park. A new civic, cultural and recreation district emerged on the southern waterfront of what is now Lady Bird Lake. The Long Center was the crowning jewel and hub; the surrounding acreage (long dedicated as parkland, but underused and paved over for generations) made its debut as Town Lake Park (now Lady Bird Lake), adding to the chain of treasured green space on the shores of Austin's unique downtown lake; and the new Palmer Events Center was built to address the needs of community groups for meeting and events space.

All three of these projects were made possible by the citizens and voters of Austin; however, the Long Center itself did not receive any public funds. In fact, the \$77 million Long Center project has been made possible by donations from more than 4,600 supporters of the arts in Austin, in amounts ranging from \$1 to \$22 million.

Converting the old Palmer Auditorium into a quality performing arts venue highlighted the ingenuity and dedication of a diverse design team featuring both top national talent and leading local architects. The old Palmer stage house, one of the largest in Texas, was preserved as the stage for the 2,400-seat Michael & Susan Dell Hall, the Long Center's main venue. The innovative circular "ring beam" that anchored Palmer has been retained as the iconic design element of the Long Center. And the City Terrace following the ring's outline is a public space offering sweeping award-winning vistas of the Austin skyline for guests to enjoy.

Within this frame, the Long Center's primary venues — Michael & Susan Dell Hall and the Debra and Kevin Rollins Studio Theatre — are artfully enclosed. Both spaces were the product of extensive collaboration between design experts and the broad array of arts and community groups who make the center their home. These spaces combine sophisticated aesthetics, high tech acoustics and advanced technical capabilities. And, they do it with a welcoming style that invites the entire community to enjoy Austin's artistic excellence in a relaxed atmosphere that is in harmony with the community's character.

In 2012, the Long Center proudly took its role as Austin's Creative Home™ to a new level by announcing its first class of local resident companies. Longtime collaborators

Austin Shakespeare, Conspirare, Pollyanna Theatre Company and Tapestry Dance Company made the Long Center their official home.

MILESTONES

1959–City of Austin hosts the grand opening of its new Municipal Auditorium, which, among other events, hosted many of the Austin Symphony Orchestra's performances

1981–The City renames the Municipal Auditorium as the Lester E. Palmer Auditorium after Lester E. Palmer, Austin's mayor from 1961 to 1967

Nov 1998–Austin voters approve a plan that allows Palmer Auditorium to be renovated into a multi-venue community performing arts center by a non-profit known as Arts Center Stage; the same bond package includes voter approval for the City to construct Palmer Events Center, the shared parking garage and Town Lake Park

Apr 1999–The project is named the "Long Center for the Performing Arts" after Joe R. and Teresa Lozano Long who donated \$22 million for the redevelopment

Dec 2000–The main performance hall is named the "Michael & Susan Dell Hall" after a \$10 million donation from the Dell's

June 2002–The Palmer Events Center and shared parking garage open May 2005
Construction officially begins on the Long Center after the deconstruction of Palmer Auditorium is completed

Sep 2007–The City of Austin officially opens Town Lake Park, a 54-acre recreation area that features an oval-shaped meadow, a plaza space, an interactive fountain and a 35-foot hill with sweeping views of downtown

Mar 2008–The Long Center hosts a Grand Opening Gala weekend March 28-29 2009
2008-2009 was our first full year of operations. Our opening season included Marvin Hamlisch and Patti LaBelle

OUR VENUES

MICHAEL & SUSAN DELL HALL

Dell Hall is a versatile, acoustic dream venue for performers and audiences alike. Designed in the classic performance space tradition, the Michael & Susan Dell Hall is a grand concert Hall seating 2,442 people. The Parterre, Mezzanine and Balcony levels wrap around the interior walls of the Hall to form boxes at each level. A commitment

to acoustic excellence places the Michael & Susan Dell Hall in a prestigious group of performing arts centers across the United States. The Hall can be adjusted for acoustic or amplified musical productions, is equipped for movie screenings and live feeds to projection screens as well. From Award Shows to Seminars to Graduation Ceremonies - Dell Hall is a versatile performance venue.

The Meredith Family Stage in Dell Hall can be separately rented for receptions, seated dinners or an elegant Gala for up to 350 guests.

The Michael & Susan Dell Hall Green Room is an intimate space for pre or post event receptions, luncheons or cocktail parties. The Green Room is located on the West side of the building on the Orchestra Level with a large window facing Lady Bird Lake. A refreshment area runs along the back portion of the room (the space accommodates a 45-person reception).

DEBRA AND KEVIN ROLLINS STUDIO THEATRE

A unique, versatile space where local talent can shine.

With its flexible "black box" design, the Debra and Kevin Rollins Studio Theatre primarily serves local and regional artists and community arts groups by providing a space that can be adapted to suit specific, and often unique, performance needs. It also functions as an ideal venue for film screenings and corporate meetings.

Possible performance configurations range from theatre-in-the-round to thrust stage to cabaret seating, and can seat 80 to 229 patrons.

H-E-B CITY TERRACE

Step outside onto the H-E-B City Terrace and enjoy a unique breathtaking view of downtown Austin.

This versatile outdoor space located across Riverside Drive from Auditorium Shores is a fantastic community gathering place and can be utilized for outdoor performances, galas, weddings, community festivals and live music concerts.

The H-E-B City Terrace can accommodate small tents (weight restrictions apply) or booths and special lighting for dramatic effect at night (the space accommodates up to 2,000 people depending on the type of event).

The Hartman Concert Park in front of the H-E-B City Terrace is a grassy lawn area suited for small concert performances surrounding the compression ring from the old

Palmer Auditorium which is internally lighted with colored lights and can be used as a small stage.

KODOSKY DONOR LOUNGE

Downtown views help set the stage for events and parties alike.

The Kodosky Donor Lounge is an enclosed lounge on the Mezzanine Level of the Long Center with floor to ceiling windows wrapping around the East & North side of the building. The Kodosky Donor Lounge offers views of the downtown Austin skyline and is well suited for wedding receptions, luncheons, seated dinners and cocktail parties (the space accommodates a 300-person reception or 200 person seated dinner).

WEST PINCER TERRACE & LOUNGE

Scenic views of nearby parks and the Texas Hill Country.

The open-air West Pincer Terrace is a covered open-air lounge on the Mezzanine Level of the Long Center, wrapping around the West side of the building. The Terrace offers views of Lady Bird Lake and the newly created Butler Park as well as views of the Texas Hill Country. The West Pincer accommodates a 300-person reception or 175 person seated dinner.

AT&T EDUCATION ROOMS I & II

Flexible space perfect for meetings, classes, or receptions.

The AT&T Education Rooms (I & II) are located on the Entry Level of the Long Center.

The space is ideal for small receptions, meetings or classroom space and accommodates so people in theater seating, 30 people in classroom seating, or 25 in

a hollow square. This includes AT&T Education Rooms I or II; the space is separated by a movable room divider into two rooms. The entire space accommodates 100 people in theater seating, 80 people in classroom seating, or so in a hollow square.

ACOUSTICS

BEST ACOUSTICS IN TOWN

Brilliance meets excellence when you step into the Michael & Susan Dell Hall and experience the Long Center's world-class acoustics.

The spine-tingling sound radiates through the audience from the first note to create a magical aural experience for all attendees. The Long Center's commitment to acoustics places Dell Hall among a prestigious group of performing arts centers across the United States.

PROFESSIONAL ACOUSTIC DESIGN

Every decision that went into the design and construction of the Long Center was driven by acoustics. Our professional design team, along with acoustician Mark Holden of Jaffe Holden and Associates, collaborated with a wide array of arts groups in Austin to ensure the center's acoustics do justice to the excellence on stage. The solutions devised and implemented by Holden and the design team include strategies that are innovative yet unobtrusive.

TECHNICAL PERFECTION

Technical elements such as concrete shielding for the roof, acoustic banners along the walls and a custom-crafted orchestra shell protect the audience chamber from external and ambient noises like coughing, candy wrappers, traffic and thunder.

Tiered seating provides a reflective surface for sounds, allowing it to travel further. The Long Center went a step further by channeling the air conditioning through acoustically transparent floor vents to eliminate acoustic dead zones found in many large halls.

AUDIENCE & PERFORMER REACTIONS

Performers appreciate the perfection of sound and are known to change their set lists for the Long Center due to the high-quality acoustics:

"With the hall set for maximum reverberation, the sound for the Opera was glorious!" - Scott Cantrell, Classical Music Critic, Dallas Morning News.

"Congratulations on designing a space for us where the music and the orchestra can shine!" -Peter Bay, Music Director and Conductor, Austin Symphony

DESIGN & SUSTAINABILITY

From its inception, the Long Center has sought to showcase unique artistry in a way that's completely Austin.

The Long Center's thoughtful application of sustainability and green-building principles—an area in which Austin is an acknowledged global leader—is one way of meeting that goal. The Long Center's commitment to sustainability began with the concept of a de-construction project—an adaptive re-use of the site, structure and materials of the existing Palmer Auditorium when building the Long Center. During construction, the Long Center recycled 95% of the 44 million pounds of construction material from the old Palmer Auditorium and reinvented the building using 65% of the original materials.

RECYCLED CONSTRUCTION MATERIALS

The most popular example of our commitment to recycling is the green panels on the exterior of Dell Hall as well as inside the elevators, repurposed from the hail-damaged Palmer roof. The popular Butler Park hill and fountain is filled with the dirt excavated for Dell Hall. The keystone compression ring of the Palmer Dome now illuminates the front lawn. Glass from Palmer was used to craft the panels that acknowledge the Long Center's Founder's Society, the major donors whose generosity brought the project to life. Palmer Auditorium's old roof support structure is now the "ring" that gives the Long Center its unique and iconic look.

COMMUNITY FUNDED

It is truly the community's generosity and commitment to the arts that fuels the Long Center's continued success. During the campaign to fund the Long Center, Joe

R. and Teresa Lozano Long provided a visionary gift of \$22 million. However, the vast majority of donations were under \$500. Today, individual donors contribute more than \$1 million annually.

NON-PROFIT VENUE

The Long Center is a 501(c)(3) organization and is one of Austin's few non-profit live entertainment venues. We accept donations of any size (to the extent permitted by law), and donor benefits such as advance ticket purchase and invitations to cast parties begin with only a \$125 annual contribution.