



FOR IMMEDIATE RELEASE
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CONTACT: Brian Connolly
212-935-3960

EVOLUTION OF TIMES SQUARE THEATER DESIGN IS SUBJECT OF URBAN CENTER EXHIBIT

Depicting the diverse architectural styles of 20th-century Broadway theaters, a new exhibit at the Municipal Art Society — *Times Square Theatres: A New Century, A New Style* — traces the changing technology, literary style and audience taste that inspired differing theater designs.

The exhibit opens with a reception on Wednesday, January 10, 6:00 – 8:00 p.m. at the Urban Center, 457 Madison Avenue at East 51st Street. Subway: 6 to 51st Street; E, V to Fifth/53rd; B, D, F to Rockefeller Center. The reception is free and open to the public and news media, and the exhibit will be on view through Wednesday, March 7. RSVP to rsvp@mas.org or 212-935-2075. Urban Center Galleries are open daily, 11:00 a.m. to 5:00 p.m., but are closed on Thursdays and Sundays.

Organized by the Theatre Museum, the exhibit surveys the designs of 12 well-known Broadway theaters. From the last Victorian playhouse to the Art Nouveau and Renaissance styles of the early 20th century to the newest showplaces, the images hint at future designs mixing historic restoration and cutting-edge technology.

The exhibit is supplemented by two programs and a walking tour. Reservations are not required for the walking tour, though a fee of \$15 (\$12 for MAS members) will be charged. Admission to the other programs is free but seating is limited and reservations are encouraged. RSVP to rsvp@mas.org or 212-935-2075.

Panel Discussion: *What is the Future of Theatres on Broadway?* Monday, January 29, 6:30 – 8:00 p.m. Representatives from Jujamcyn Theaters, Manhattan Theatre Club and the Nederlander Organization will discuss the future of Broadway's theaters, the evolution of Times Square and the closely watched issue of air rights.

Slide Lecture: *Another Op'nin, Another Theatre: Broadway's Evolution*, Wednesday, February 21, 6:30 – 8:00 p.m. Craig Morrison, theater restoration architect, historian and author of the recent book, *Theaters*, will describe how Broadway flourished and matured through the 20th century.

Walking Tour: *Times Square: New Theatres for a New Century*, Saturday, March 3, 11:00 a.m. - 1:00 p.m. Join urban historian Timothy White to explore how Times Square became the world's most compact and vibrant theater district.

Founded in 2003, the Theatre Museum is New York state's first and only chartered, non-profit museum dedicated to the history of theater. It is a museum-at-large presenting exhibitions in collaboration with other cultural institutions. Its primary mission is to preserve, protect and perpetuate the legacy of theater through innovative programming.

The Municipal Art Society of New York is a private, non-profit membership organization whose mission is to promote a more livable city. Since 1893, the MAS has worked to enrich the culture, neighborhoods and physical design of New York City. It advocates for excellence in urban design and planning, contemporary architecture, historic preservation and public art.

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