



Highlights Of Upper West Arts Center

A New Regional Asset

Upper West Arts Center will be one of the region's outstanding assets; a permanent feature of the community supporting and encouraging Western New York artists and cultural organizations, promoting cultural tourism and economic development, and fostering historic preservation and neighborhood stabilization.

The Social Impact: The building which will house Upper West Arts Center has been a centerpiece to the life of Buffalo's upper west side for more than one hundred years. It will continue to be a gathering place for those who care about the cultural and social health of the community. Area neighborhood associations and block clubs have already begun to use the facility for meetings, and the arts center has opened its doors to community planners and dreamers such as the New Millennium Group.

The Economic Impact: Not only will Upper West Arts Center provide a boost to the area economy by creating jobs for artists, technicians, and arts administrators, it will also have a positive impact on area property values, and on the nearby business districts. Indeed, in only its first year of renovations, Upper West Arts Center has been credited with inspiring neighbors with new confidence and promoted neighborhood-wide investments by private owners, and the center will be a major force in the stabilization of property values. Further, Upper West Arts Center will be a boost to cultural tourism.

The Educational Impact: Upper West Arts Center will be a place for the education of children and adults. The residence of KidShowCo will insure that the center will annually play host to hundreds of children from throughout the community who will be involved in classes and workshops which will further the cause of arts in education. Adults will benefit from such educational programs as The Playwrights Workshop, and school-time performances are contemplated by prospective arts users. Individual artists and crafts-persons have proposed offering classes in areas as diverse as gardening, printmaking, dance, theatre arts, cooking, piano, and film.

The Historic Impact: The historic beauty of the Upper West Arts Center facility speaks for itself. But it is more than just a beautiful structure. It's main concert hall was originally designed for its perfect acoustics and superb sightlines. The renovations and restorations which will complete the arts center will keep in tact nearly all of the buildings architectural features including its splendid woodwork, over 100 stained glass windows, its Medina red sandstone façade, and the 100 year old pipe organ which has been assessed as one of the very finest in the area. Even the comfortable oak pews have been retained and returned to their original locations. Further, the purchase of the building included over 100 years of historical documents which will be used as a basis for the creation of a permanent exhibit within the building to maintain the story of its impressive past. Also, the Richmond Avenue Neighborhood Association has asked that the Upper West Arts Center be the permanent home to an exhibit which documents the history of Richmond Avenue as a centerpiece of the Olmstead plan of parkways.

The Cultural Impact: Upper West Arts Center will be Buffalo's first true multi-use arts center which promotes the talents and education of Western New York artists. The design of the facility makes it possible to present as many as four different events simultaneously. With a 99 seat drama theatre, a 600 seat concert hall, a 1,000 square foot gallery/exhibit space, rehearsal/class rooms, offices, studio space, kitchen, banquet room, and meeting rooms, the center will be host to every form of the visual and performing arts. One can expect programming as encompassing as theatre, dance, opera, music, painting, sculpture, and photography. Even the grounds on the lovely setting on Richmond Avenue will be part of the cultural experience as it will eventually be transformed into a sculpture garden.

To Strengthen And Enrich Family And Community Life

Nothing has a more positive impact on the health of a community than a rich cultural fabric. Upper West Arts Center will become one of this community's most important facilities. It will, by its very nature, serve every segment of the population; all ages, all races. Our experiencing of the arts and the events which draw us together should happen in an environment which inspires. Upper West Arts Center is such a facility, and the plan for its operation and programming which has been developed by Alleyway Theatre Incorporated will insure that it makes a positive impact on the life of the community for decades to come.

To Engage Volunteers

A Friends of Upper West Arts Center volunteer group will be created to pursue specific objectives:

- To help maintain the building and accomplish basic repairs and improvements.
- To work with Alleyway Theatre fund raising staff and professional consultants to create and execute strategies for fundraising among individuals, the business community, area foundations and public sources.
- To develop and execute strategies for encouraging government officials and agencies to lend support to the project.
- To develop and execute strategies to resolve potential parking issues, to coordinate closely with neighborhood associations and help address concerns of individual residents.
- To build a database of supporters and encourage wide participation in the Friends organization, developing strategies for dissemination of information about Upper West Arts Center.

Volunteers will serve as ushers, tour guides, hospitality representatives, technical crew, and public relations assistants.

Encouragement Of Collaboration

Upper West Arts Center will be one of the few places where arts and community organizations will come together. Out of this proximity, it can be expected that a wide variety of collaborations may evolve. To date, the project has inspired collaborative plans which would result in gardeners working with artists on the annual Garden Walk event, neighbors working with historians on an historical exhibit, and artists and community members developing a permanent sculpture garden on the grounds.

Upper West Arts Center
is an enterprise of
Alleyway Theatre Incorporated
1 Curtain Up Alley, Buffalo, New York 14202
<http://alleyway.com>
v: 716-852-2600 f: 716-852-2266
publicrelations@alleyway.com