



CENTER STAGE IN THE PEARL ~ PLAY A LEADING ROLE

It has been just six months since Portland Center Stage opened their doors at the Gerding Theater at the Armory, and so much has happened. Over 6,000 people attended the opening celebration, touring the building, exploring the interactive displays and booths, and enjoying live performances and entertainment. Our critically acclaimed inaugural show, *West Side Story*, ran to full houses with an extended run, becoming the most successful production in the history of Portland Center Stage. The Armory attained its Platinum LEED certificate, becoming the first performing arts center and historic rehabilitation to ever receive this highest rating. This nationally recognized cultural landmark reflects Portland's commitment to not only historic rehabilitation, but to sustainability and the arts.

While we are thrilled with the success of the Gerding Theater, our work is not done. We must raise the last 24% of the project's \$36.1 million budget. Now more than ever, we need your support to match the \$1.5 million challenge grant from the Meyer Memorial Trust, matching one dollar for every three raised by the Campaign.

In the words of Portland's own Vera Katz, "The Armory is a bridge between the past and future. And when it's finished, the Armory will be a bridge between Portland and the world." We plan to fulfill that vision. Please join us by making a donation today.

Sincerely,

Julie Vigeland
Capital Campaign Chair

GOALS EXCEEDED

- ❖ By mid-November 2006, single tickets sales for the current 2006-07 Season had exceeded sales for PCS's entire prior 2005-06 Season.
- ❖ Additionally, by mid-February 2007, and with three productions to go, PCS had already achieved its ticket revenue goal, in both subscriptions and single tickets, for the 2006-07 Season.

ENVIRONMENTAL RECOGNITION

- ❖ The Armory was recently cited by *Forbes* magazine as one of "America's Greenest Buildings."
- ❖ The Cascadia Region's Green Building Council, in conjunction with Friends of Trees, has planted a grove of trees in Forest Park to commemorate the Armory's LEED Platinum rating.
- ❖ The Armory is a finalist for the 2007 Urban Land Institute Award for Excellence, which is "bestowed on distinguished... nonprofit organizations... whose skill and determination have given new meaning to their communities through preservation of our architectural and cultural heritage."

THE CAMPAIGN

- ❖ Over 1,500 businesses, foundations, and individuals have contributed to the Center Stage in the Pearl Campaign, and more than 50% of them are new donors.
- ❖ After just five months, the Paul G. Allen Family Foundation's \$750,000 matching challenge grant was met in record time.
- ❖ All seats in the Studio Theater have been "named" by donors, but seats are still available to name in the Main Stage, for \$1,891—the year the Armory was built.

PLEASE TURN OVER TO SEE MORE NAMING OPPORTUNITIES!

ARMORY CALENDAR (FOR MORE INFORMATION PLEASE VISIT WWW.PCS.ORG)

- ❖ *Fences* by August Wilson, April 10-May 6 in the Main Stage
- ❖ *Bad Dates*, April 17-June 10 in the Studio
- ❖ Portland Center Stage's Annual Gala, May 19
- ❖ JAW/WEST Playwrights Festival, July 14-23
- ❖ Wine Center Stage, June 14
- ❖ Dedication of Vera Katz Park, Summer 2007
- ❖ GreenHouse Kids & Teens Summer Camp, July 23-Aug 24

ARMORY NAMING OPPORTUNITIES



Like the majority of the Armory's interior, the Historic Turret **GREEN ROOM** (left) retains its rustic brick façade, creating a warm and inviting atmosphere for actors waiting for their cues from the Main Stage.

Composed of 186 clear 15-watt bulbs hung at varying heights from 3 stainless steel frames, and built in PCS's own scene shop, the **CHANDELIER** (right) creates the impression of fireflies hanging low on a summer's night.

The old growth Douglas fir **TRUSSES** (right) that support the roof are original to the building, which was constructed over a century ago.

HISTORIC GUN SLOTS (below) serve as natural light sources and are visual reminders of the Armory's transformation from the home of Oregon's National Guard in the 1880's, to a nationally recognized, first-ever Platinum LEED historical renovation and performing arts center.



Each of the 599 **SEATS** (above) in the Armory's state-of-the-art Main Stage Theater are upholstered with fabrics that use recycled fibers.

As part of the Armory's sustainable construction, even the make-up lights in the **DRESSING ROOMS** (left) are energy-efficient.



The "Historiscope" **RARE CABINET** (right) in the lobby offers an interactive, delightfully animated glimpse into the fascinating history of the Armory building.

The **GRAND STAIRCASE** (left) is a striking architectural feature that links the main entrance and lobby with the mezzanine.



For more information contact Lisa Sanman, 503 445-3729 or lisas@pcs.org