



August Wilson
Center for
African American
Culture



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PROGRAMMING NAMING OPPORTUNITIES

Past As Present Permanent Exhibition – Title Sponsor: Alcoa Foundation

Past As Present will be a staple exhibition that celebrates the universal and influential elements of African American culture in Western Pennsylvania. The exhibit will present interactive content that speaks to the historical and cultural creativity of local African Americans. There are two sections of the exhibit:

Remix – \$350,000

A central element of the first floor exhibition is a circular bank of interactive video screens that allow the visitor to create their own content by accessing the August Wilson Center's database of information about African Americans from the Western Pennsylvania region, including those featured in the exhibition. Content may be downloaded to portable media, such as DVD's, or sent electronically to the visitor's home.

Our Voices – \$250,000

This element of the first floor exhibition gallery incorporates a broad presentation of African American culture and history from the Pittsburgh region. Original, large-scale media content created by four-time Emmy Award-winning filmmaker Madison Davis Lacy is featured.

In My Father's House – Title Sponsor: UPMC

In My Father's House is a mixed-media exhibition designed as four living environments. Each environment highlights a distinct approach to preserving and displaying the visual art and material culture of people of African descent.

Room 1 – \$50,000

The first room focuses on collectible objects that could be found in most homes. Such objects may include old phonograph records, a postcard collection, family photographs, cast-iron skillets, handmade dolls, quilts, hand-embroidered lace and other items common to many African American homes.

Room 2 – \$50,000

A second room focuses on two types of collections: a collection of art and artifacts from Africa and the African Diaspora, and a collection of contemporary art by Black artists whose homelands include Africa, the Caribbean, Latin America and Mexico. The room contains sculptures, textiles, handcrafted furniture, ceremonial masks, paintings, drawings and photography.

Room 3 – \$50,000

This room focuses on African American masters. The room contains collections of work by artists who are widely considered masters of their art form.

Room 4 – FedEx Ground

This room focuses on a collection assembled from artists working in new media and new technologies, as well as the work of emerging visual artists. The room contains a large-scale LCD screen for commissioned videos; a surround sound music score downloadable to an iPod; and an active blog for visitors to write their comments on the exhibition in real time.

AN INAUGURAL PERFORMANCE

One Shot – Alcoa Foundation

One Shot is an evening-length dance work of movement and visual imagery that pays homage to the prolific African American photographer Charles "Teenie" Harris, a noted photojournalist, freelancer and portraitist from Pittsburgh who went by the name, "One Shot". Ronald K. Brown/Evidence, A Dance Company will perform *One Shot* in the Theater of the August Wilson Center during the inaugural season.



BUILDING NAMING OPPORTUNITIES

The following opportunities are available to donors at the time of this printing. Please confirm availability with the August Wilson Center at the time of your pledge. Naming opportunities will be used for ten years or the useful life of the architectural element, whichever ends first.

FIRST FLOOR

Theater – \$1,000,000

The Theater is the focal point of the August Wilson Center. State-of-the-art lighting and sound will delight patrons of the arts occupying the 333 seats on the main level and the 146 seats in the balcony. The Theater will be used by the AWC in a regular schedule of extraordinary programming.

Theater Orchestra – \$250,000

The Theater Orchestra Level will provide audiences with a magnificent view of the Theater stage. A beautiful seating area for many arts patrons, the Orchestra Level will allow audiences to become fully enveloped in the performances.

Permanent Exhibit Gallery – The Bank of New York Mellon

The Permanent Exhibit Gallery will house the Center's exhibition titled *Past As Present*. *Past As Present* will be a staple exhibition that celebrates the universal and influential elements of African American culture in Western Pennsylvania.

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DONOR RECOGNITION OPPORTUNITIES

Main Lobby – The Davenport Family Fund

Visitors to the August Wilson Center and passersby will be greeted by an expanse of open Lobby space designed for public use and formal gatherings.

Outdoor Plaza – Milton & Nancy Washington

Architect Allison Williams created the Outdoor Plaza with a sensitivity and connection to the natural world in mind. The space will serve as a landmark for groups gathering before and after events, and as a resting area for visitors to the August Wilson Center or Downtown Pittsburgh employees seeking a shady respite during the workweek.

Grand Staircase – U.S. Steel Foundation

The Grand Staircase will be one of the more prominent features of the building visible to pedestrians along Liberty Avenue. Anchored by a sloping stone wall measuring the height of the building, the Grand Staircase will be the main connector to the second floor for visitors.

Street Level Patio – \$100,000

The Patio will be adjacent to the Music Café and feature outdoor seating. Seasonal foliage and regional materials will be used in the landscape design to reinforce a connection to Western Pennsylvania. The Patio may be used as a public or private gathering space for events, and will receive high visibility during business hours through its strategic placement near the corner of a busy traffic and bus route.

Membership Desk/Box Office – Duquesne Light Company

This area will serve as a hub for patrons attending ticketed events or seeking information about the August Wilson Center. The Box Office sits directly at the intersection of William Penn Place and Liberty Avenue.

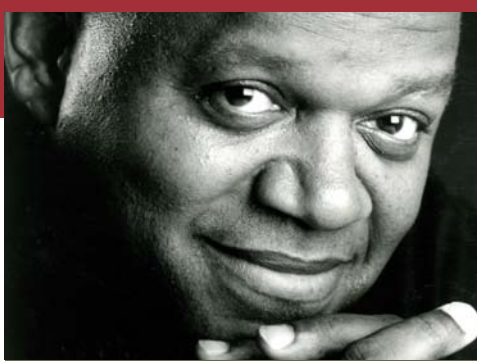
Theater Stage – Franco Harris

The multipurpose stage will accommodate theatrical, dance and musical performances on more than 3,500 square feet of quality hardwood flooring. The design for the stage incorporates an elegant proscenium arch with the latest technology in sprung flooring, sound, lighting and rigging equipment for use in a variety of visual and performing arts programs.

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Main Entry Vestibule – C. Mack

The Main Entry Vestibule will be the formal entry to the August Wilson Center and will set the tone for the visitor experience.

Theater Curtain – \$75,000

The formal curtain will provide a striking view to the audience when closed and elegantly frame the stage when opened. The finest materials and subtle colors will contrast with/add to the neutral tones of the Theater, heightening the sense of drama.

Orchestra Pit – \$75,000

The design of the dropped Orchestra Pit will allow for optimal sound distribution throughout the Theater, using the latest in acoustic methods.

Green Room – \$50,000

Artists, performers and special guests will be treated to a well-equipped resting area for use before and after appearances on stage.

Dressing Rooms, Two at \$50,000 Each –

One Named: Eric & Cecile Springer

Thoughtfully equipped Dressing Rooms will be available for performers to prepare for showtime. Each room will provide storage space for personal items and a full bathroom.

Coat Check Area – Dollar Bank

Patrons will enjoy visiting the August Wilson Center year-round and in any type of weather secure in the knowledge that they can leave heavy winter garments or bulky items at the Coat Check Area.

Control Room – \$50,000

All light, sound and digital equipment vital to a grand performance will be housed in the Control Room nestled discreetly behind the back row of the first floor seating area. A robust audio and visual control system will add to the enjoyment of the visitor experience.

Chorus Rooms – Two at \$50,000 Each

Modernly equipped rooms will be available for performers to practice dance or musical pieces before events. Soundproof walls and floors will ensure a pleasant experience for visitors and staff in adjoining areas of the building.

Sidewalk Trees – \$25,000 Each – One Named: Bayer Foundation

Visitors and passersby will enjoy tree-lined streets along Liberty Avenue and William Penn Place. Tree species native to Western Pennsylvania will be securely planted in environmentally friendly plots. The trees will provide shade in spring and summer months, color during autumn and a palette for tasteful lighting during special nighttime celebrations.

Orchestra Level Theater Seats – \$5,000 Each

One of the most coveted sections of the Theater, the Orchestra Level Seats will be adorned in a plush material and feature ample space between rows.

SECOND FLOOR

Education Center – \$500,000

The Education Center will be equipped with the latest technological advances and will be a place for teaching and learning at all age levels. Uses for the space may also include lectures, small-scale performances and private events.

Multipurpose Center – \$500,000

The Multipurpose Center will be available for use by visitors, staff and private parties. Activities in the space include lectures, meetings, receptions and private events.

Donor Lounge – PNC Foundation

This exquisitely equipped space will be available for VIPs and special guests before and after performances. The space may also be used to host intimate private events.

Second Floor Lobby – Richard P. & Virginia C. Simmons

Echoing the grandeur of the Main Lobby, the Second Floor Lobby will provide a gathering space for patrons before and after events. In addition, the space may be used for private events and substantial seating will be available for weary museumgoers.

Changing Exhibits Gallery – Claude Worthington Benedum Foundation

Artwork by emerging artists and large traveling exhibitions will be displayed in the second floor gallery space. Visitors will enjoy a climate-controlled area compliant with industry standards for artwork preservation and display.

Theater Balcony – \$150,000

A coveted seating area for many arts patrons, the Theater Balcony gives them a magnificent and unobstructed view of the entire stage. Plush, upholstered seats are arranged in a gentle sloping grade.

Staircase Changing Exhibits Gallery – \$150,000

Positioned to the right of the Grand Staircase on the second level, the Staircase Changing Exhibits Gallery will display artwork by emerging artists and smaller, more intimate, traveling exhibitions.

Classrooms – Two at \$100,000 Each – One Named: H.J. Heinz Company Foundation

Comfortably furnished and well-equipped rooms will house equipment and supplies for every education need. Artists may use the spaces to conduct workshops and teachers may reserve the spaces for special class visits. AWC staff will use the spaces to lead hands-on programs for visitors of all ages.

Pivot Walls – Two at \$100,000 Each

Floor-to-ceiling Pivot Walls are used to separate the multipurpose rooms and classrooms throughout the August Wilson Center. Each wall opens at a 90° angle, allowing an open feeling and free flow of traffic between the rooms.

Gallery Bridge – \$75,000

The Gallery Bridge will be the connector between the Changing Exhibits Gallery and the Donor Lounge. The Bridge will provide a breathtaking view of the cityscape below.

Administrative Office Suite – \$75,000

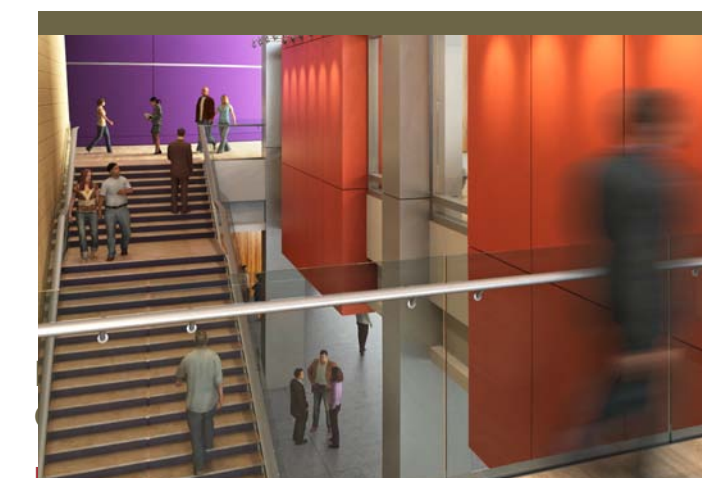
The August Wilson Center Administrative Office Suite will be situated in more than 3,000 square feet of space, strategically located at the rear of the building. The space will be equipped with modern office features, including ethernet data ports, phone lines and energy efficient lighting.

Conference Room – Franco Harris

Located in the westernmost part of the building, the Conference Room features 500 square feet of space for use by AWC staff and the public by special request.

Balcony Level Theater Seats – \$2,500 Each

Richly upholstered seats will provide audiences with a quality experience at an affordable price.



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