

UCLA Nimoy Theater

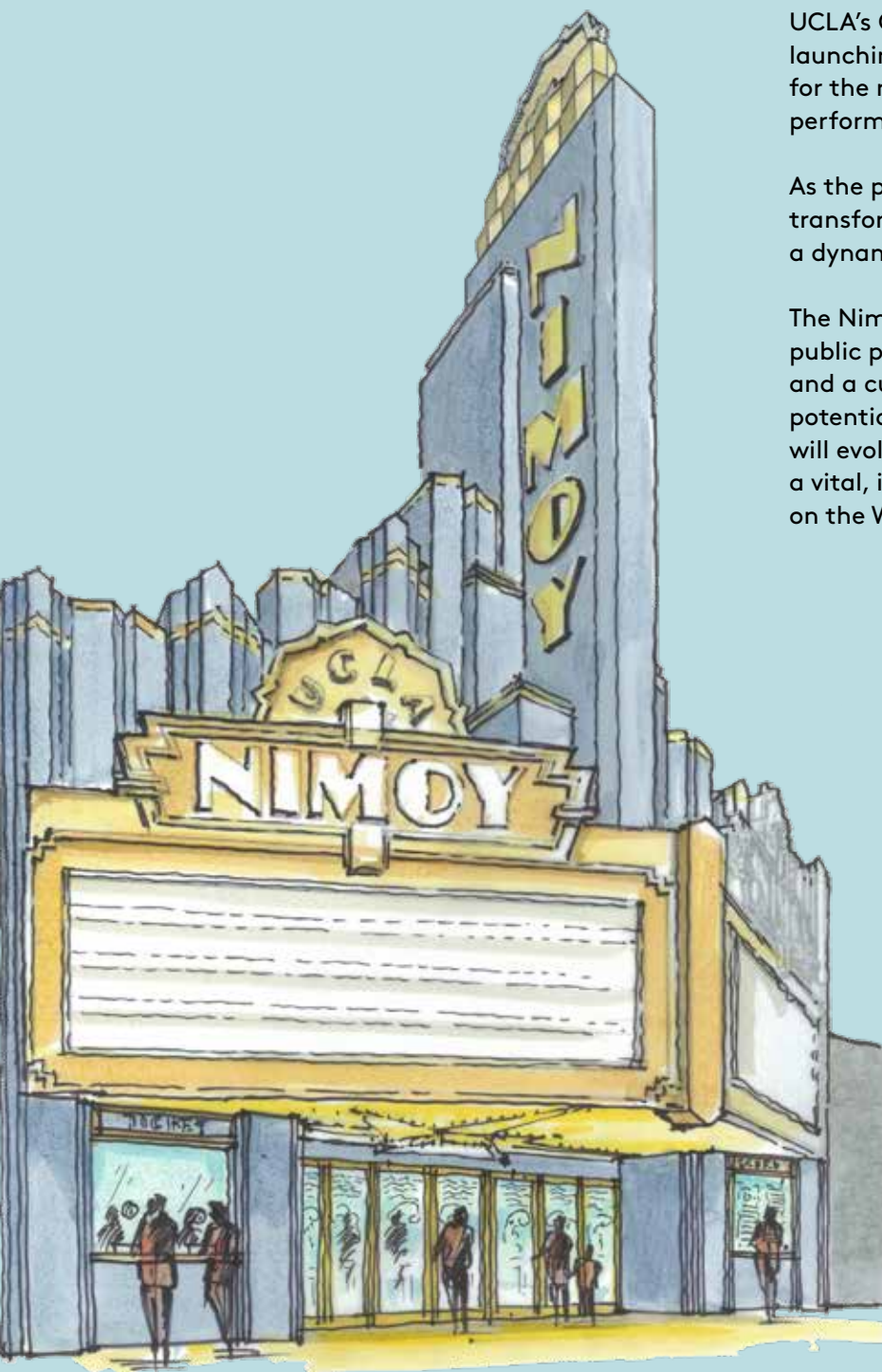


An old theater for a new time

UCLA's Center for the Art of Performance is launching a capital campaign to raise funds for the renovation and activation of its new performance space, the UCLA Nimoy Theater.

As the performing arts sector adapts to this transformative time, CAP UCLA is developing a dynamic space for a re-imagined future.

The Nimoy is envisioned as a much-needed public platform for contemporary performance and a cultural gathering space where the potential of performing artists and audiences will evolve together. This synergy will create a vital, inclusive and dynamic hub for artistry on the Westside.



**We need a
community
to rise up in
support of
the dreams
of a new
generation
of artists.**



**This is our time and
our chance to reinvigorate
the past by re-opening
the doors for the future.**

Project Overview

In 2018, CAP UCLA and the School of the Arts and Architecture acquired The Crest Theatre on Westwood Boulevard. A landmark venue dating back to depression-era 1940s, The Crest will be transformed into a new off-campus performing arts space that will be operated and managed by CAP UCLA.

Thanks to a \$5 million dollar lead gift from Susan Bay Nimoy, the venue will be named the UCLA Nimoy Theater in honor of artist, actor, director and philanthropist Leonard Nimoy. We will call it The Nimoy.

The Nimoy will feature an intimate space – up to 299 seats. This scale will support artists and productions that are more experimental, provocative or better suited for houses that are smaller than Royce Hall or The Theatre at the Ace Hotel, CAP UCLA's two main venues.

Performances will include theater, music, spoken word, projections, screenings, VR projects, and occasional dance by smaller contemporary companies. The intention is for live performances to be presented five nights per week, with a commitment to diversity, production and artistic values, community access and artistic freedom.



Project Goals

It is going to be spectacular and without a shred of opulence.

It is going to be inspiring for audiences because it is welcoming and familiar. It is going to be uplifting for our communities because of who will be there.

The Nimoy represents a crucial aspect of our mission. CAP UCLA seeks to add vitality to the performing arts ecosystem of Los Angeles. We aim to serve artists who represent future generations and emphasize under-served cultural practices. The Nimoy's affordability and innovative model are informed by a moral imperative toward the future of the field. Its intimacy is not just a matter of architecture, but core to its essence as a dwelling for diverse creativity.

The Nimoy's founding collaborative ethos is designed to provide opportunities for artistic communities to carry their work, vision, heritage, missions and public practices forward.



Our Goals:

1. To prepare for a future that is changing exponentially and ensure that the evolving perspectives of performing artists a part of that future, and that they have a place to share their work with the public.

2. To cultivate the conditions that enable emerging and next-generation artists and underserved cultural practices to thrive within a collaborative model and in an inviting venue.

3. To restore a long-dormant cultural asset that serves the needs and interests of performance creators/makers/creative producers within Los Angeles.

4. To restore access to a highly desired and affluent area of Los Angeles for independent artists and itinerant not-for-profits.

5. To design and equip the venue with the tools and materials that artists need to support their diverse practices and public-facing ideas.

6. To generate an operating model that re-imagines how equity is achieved across radically different financial capacities, geographies, generations, cultures and performance forms.

7. To support great artistry that seeks high visibility at an intimate scale.

8. To bring forward the next generation of makers alongside the current generation at work in the field.

9. To advance UCLA's public mission.



Nimoy Consortium

The key to The Nimoy's operating model will be a consortium of community partners. CAP UCLA sees The Nimoy as a programming home for multiple organizations and independent artists with an underlying ethos to serve the needs of many organizations and practitioners through a shared philosophy of advancing access to contemporary performing arts. The goal is to reach that vision by combining our leadership strength and programmatic ingenuity as a collaborative consortium.



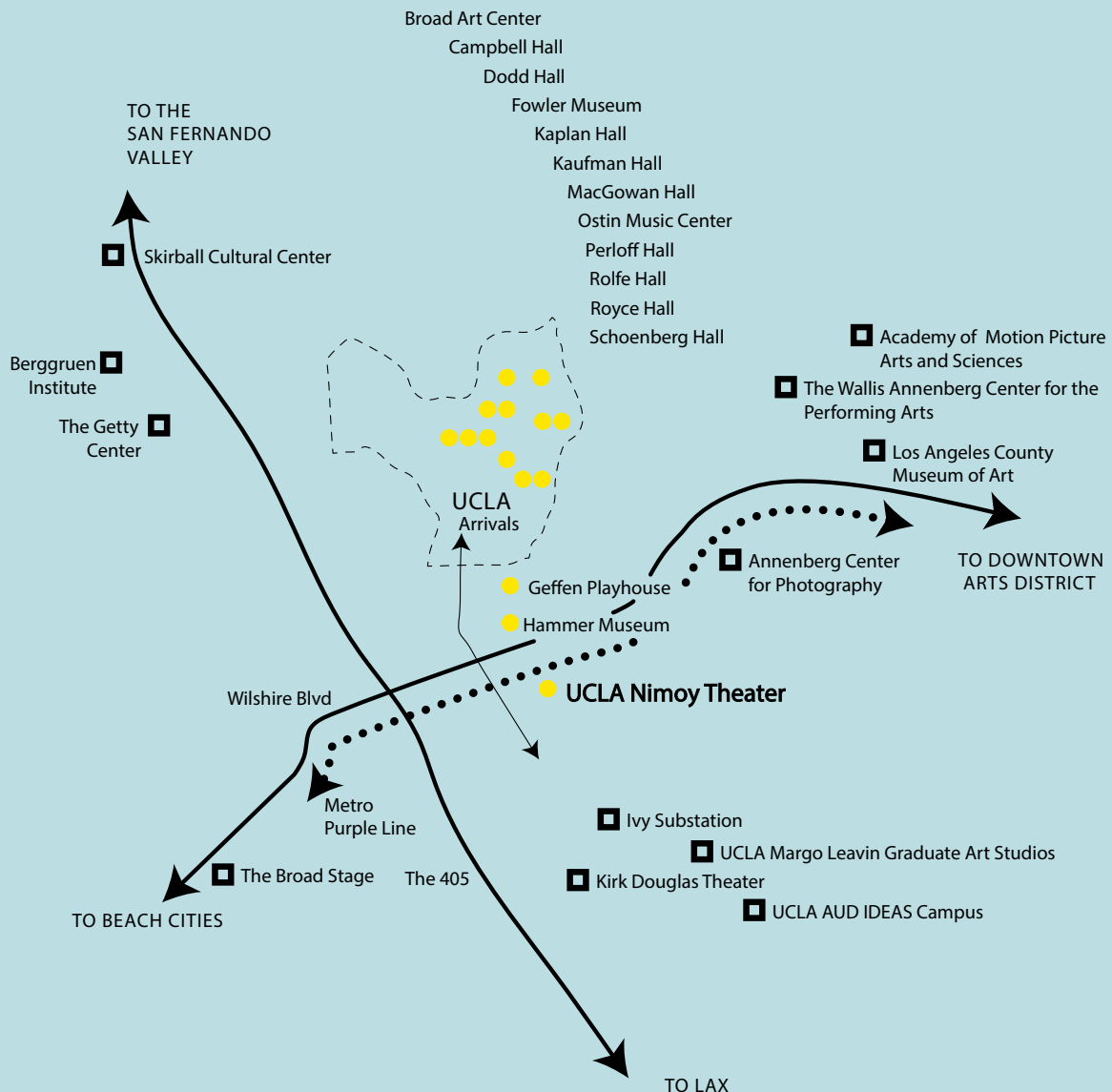
UCLA Arts

The Nimoy will be a valuable asset for UCLA. Through the Herb Alpert School of Music, the Department of World Arts and Cultures/ Dance, and the School of Theater, Film and Television, the university is committed to nurturing emerging creative talent and enriching Los Angeles' vibrant cultural sector. The renowned artists and practitioners who teach at UCLA have shaped generations of performing artists and been at the heart of contemporary performing arts on the West Coast for a century. The Nimoy will serve these artists alongside emerging artists as a vibrant performance venue close to campus.



Location

While Royce Hall is in the center of UCLA's campus, The Nimoy is located in a vibrant area of Westwood Village (Little Persia), a block from the redesigned Hammer Museum. The location is close to a future stop of the LA Metro Purple Line, which will link Downtown Los Angeles to Westwood with highspeed, high-capacity and dependable public transportation.



Theater Design and Spaces



These are the things
that will make The
Nimoy a true home
for artists.

The renovation of The Nimoy will restore the theater to its original role as a venue for live performance, and its design will create a welcoming and informal atmosphere. Enhancements to the facility will include an expanded lobby for pre- and post-performance socializing and events; an updated bar and guest facilities; new seating and theatrical production systems; and a backstage green room with artist support spaces – all designed to create memorable and transformative experiences for Los Angeles audiences.

The latest technology will accommodate contemporary performance needs by groundbreaking artists.



Exterior

The façade of the theater is an important component of the neighborhood's streetscape. Upon completion, the renovated façade will once again signal that exciting activities are underway inside. The iconic marquee and blade sign will be leveraged as place-making features; the blade sign will prominently feature the new name, "the UCLA Nimoy Theater" and the marquee will feature the names of performing artists and their shows.



Lobby

Upon entering the building, the lobby will welcome guests and create anticipation for the upcoming performance. Expanding the lobby space to comfortably accommodate all ticketed guests during pre- and post-performance events is critical to the success of the theater. A prominently located and highly visible bar will offer food and beverage and will provide critical revenue for the theater so that ticket prices can be kept at affordable levels.



Stage

The Nimoy will be a theatrical “work-horse,” designed to be a functional, flexible and easily adaptable performance space that supports emerging contemporary practice across all performance disciplines and works that seek an intimate scale. The performance area will be identified as a “platform” and will be flexible in terms of size and configuration. Sets will be minimal to reduce costs and facilitate quick—often daily—changes in shows. The interior will feature fixed seating on a raked floor in the rear, and movable seating in the front, allowing for multiple configurations (for cabaret, dance, etc.).



The Lounge

The Lounge will serve as an additional gathering space for VIPs and patrons before, during or after a performance. The Bridge, an adjacent small balcony at the rear of the auditorium, will create a flexible and intimate space for a small group of patrons to view performances and will also be a possible location for a soundmix station, special lighting or other equipment.



Back of House

The back of house area will support visiting artists and facilitate loading and unloading of shows. The green room will be large enough to support an 18-person company, while also creating a comfortable, relaxing lounge for artists. Dressing rooms and artist support spaces will be adjacent to the green room.

Features

Functional, flexible & adaptable design: The Nimoy is designed to easily adapt and transform according to the needs of artists and audiences and in conditions of uncertainty. Movable seating will allow for social distancing as audiences return to live performance in the wake of the COVID-19 pandemic.

Sustainability: The Nimoy will be designed to achieve a LEED Gold rating and outperform the required provisions of the California Energy Code by at least 20%. New mechanical systems and energy-efficient equipment will replace outdated systems. And no construction is more sustainable than reusing an existing building.

Technology: The Nimoy will feature the most advanced technology for live performance productions, including the latest digital and projection equipment that is key to evolving practices. A permanent three-camera setup will allow filming performances for streaming.

Lighting design: The auditorium's design infrastructure will accommodate changing technology for lighting and audiovisual components of performances. Simple controls will focus lights and adjust systems from floor level. Many artists self-manage their performances and the controls will be nimble to minimize equipment augmentation needed by artists.

Acoustics: The auditorium's acoustics will be designed to accommodate a wide range of performance types and groups, and most performances will be amplified.

Location and transportation: Located within a block of Wilshire Boulevard, The Nimoy has access to bus lines on both Westwood and Wilshire Boulevard, and in the future will be a short walk from the Metro Purple Line.



Naming Opportunities

The UCLA Nimoy Theater will offer donors inspiring opportunities for recognition of their generosity.

Stage

\$2,500,000

The sensitively designed and renovated interior will be a flexible performance space that supports emerging contemporary practice across all disciplines, and will be the soul of the UCLA Nimoy Theater.

Lobby

\$2,000,000

The expansive lobby will establish the atmosphere of the theater experience, welcoming guests and creating anticipation for upcoming performances; it will be large enough to accommodate all guests pre- and post-performance.

Bar

\$1,500,000

Prominently located and highly visible, the bar will offer casual food and beverage choices—both alcoholic and non-alcoholic—for pre- and post-show audiences.

Green Room

\$1,000,000

The green room and adjacent spaces will comfortably accommodate an 18-person company as they rehearse, prepare and dress for a performance as well as create a relaxed lounge for post-performance.

The Bridge

\$250,000

A small balcony at the rear of the interior will create a flexible and intimate space for VIP patrons during events and will also be a possible location for sound-mix station, special lighting or other equipment.

The Lounge

\$500,000

An upstairs space and balcony will offer an intimate and exclusive setting for VIPs and patrons before, during or after a performance.

Piano

\$125,000

A concert grand piano will be used for music programs of all types—jazz, contemporary, global and roots.

Artist entrance

\$100,000

A dedicated artist entrance at the rear of the theater will give direct access to the green room for artists and their special guests.

Box office

\$100,000

A new box office will face the busy sidewalk of Westwood Boulevard and will serve both will call and on-site sales customers.

Dressing room

\$50,000

A small dressing room will provide artists space to dress and prepare for performances.

Restrooms (9)

\$10,000

New gender-neutral restrooms will be located upstairs near the reception area.

Fixed seats (128)

\$5,000

The Auditorium will accommodate up to 299 seats, with 128 permanently fixed and raked seats, each of which can be named for a lover of contemporary performing arts.



Named Funds

Endowed program funds minimum \$100,000

Named funds will provide support in perpetuity for contemporary performing arts programs presented in The Nimoy.

Fellows Award minimum \$250,000

Named and endowed Fellows Awards will support a three-year creative development platform for master practitioners to create and present work over several main stage presentations.

Residencies minimum \$100,000

Named and endowed residencies will support artist residencies for local, national and international artists to develop new work in CAP UCLA spaces and with access to CAP UCLA expertise.

Technology fund minimum \$500,000

A named and endowed technology fund will provide an annual budget to allow The Nimoy to remain state-of-the-art into the future.

Activation Funds

Activation funds will provide vital resources for the opening and operation of The Nimoy.

Program inception fund \$1,500,000

Contributions to a program inception fund will support ambitious and dynamic programming for the first three years of The Nimoy.

Technology fund \$1,000,000

Contributions to the technology fund will support the acquisition of state-of-the-art equipment for The Nimoy when it opens.

Sustainability fund \$1,000,000

Contributions to the sustainability fund will help ensure that The Nimoy is a green as it can be and achieves LEED certification.



Contact

To learn more about this project, please contact
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