

The Show Must Go On

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USC School of Fine Art students developed reuse concepts for historic Broadway Theatres

USC School of Fine Art students developed alternative re-use and restoration concepts for eight of the twelve historic Broadway Theatres.

Working in conjunction with USC teacher Gregory Thomas in 2003 we applied for a \$10,000 grant to fund the year long participation of students from the USC Arts Initiative with the School of Fine Arts.

We were awarded the grant and had the privilege of working with eight students in developing reuse concepts for the Broadway Theatres. The students developed marketing concepts for eight theatres so they could be perceived as a collective entertainment destination. These visual renderings allowed NPP to raise grant funding of \$43,500 for Phase I of the Broadway Theatre Planning Project.