ENVISIONING THE FUTURE OF THE CENTER FOR THE ARTS
What we’re about is simple, yet profound. The arts create community. They allow us to reflect, to dream, to touch the highest levels of human capability as captured in a soaring song, the stroke of a brush, the leap of a dancer. Mason is poised to take a leading role in this vital work with wise investments in the people, places, and programs that will secure our position as a major center for studying, making, and experiencing the arts.
A Sense of Place

• Since 1990, almost 6 million people served by the Center for the Arts…
• Artists from around the world and across the street…
• “until we found the Center for the Arts, we didn’t really feel at home in Northern Virginia…”
• 28 years old and counting…
College of Visual and Performing Arts

- One of Mason’s fastest growing academic units serving 1,700 majors and 9,000 students each semester.
- Highly-ranked programs in performing and visual arts.
- National and international student body.
- Mason Community Arts Academy.
Community Impact

- A transformational vision for the Hall to distinguish it nationally.
- The Fairfax campus is centrally located and a well-known destination.
- Economic/civic impact:
  - 200,000+ visitors annually
  - Quality of life
  - Lifelong learning
  - National visibility
STAGE VIEW
LOBBY AND GRAND STAIRCASE
TICKET OFFICE AND FRIENDS AREA
Funding the Dream

- Concert Hall was not built and is not supported by state funding
- Student Fees
- Earned Revenue
- Philanthropy
- ___________?

Envisioning the Future of the Center for the Arts
Next Steps

- Cost estimate refined
- Design development
- Fundraising campaign
  - Individuals
  - Corporate Sector
  - Civic Jurisdictions
- Grand Opening!
Contact Information

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