

Michael C.
Rockefeller Arts Center

Addition and Renovation Project
First Floor & Lower Level



Naming Opportunities

- A** College of Visual and Performing Arts: \$5,000,000
- B** School of Music: \$5,000,000
- C** Costello Community Room
- D** Lake Shore Savings Gateway to the Arts
- E** In Memory of Doris Pattie — Marvel Theatre von Tornow Lobby Vestibule/Foyer
- F** RAC First Floor Promenade: \$50,000
- G** Kay Hardesty Logan Green Room
- H** Dressing Rooms (3): \$10,000
- I** Gordon and Carol Baird Technical Director's Office
- J** Woodcliffe Connector
- K** The Tom Castellana Scene Shop Supervisor's Office
- L** T&D Scene Shop: \$50,000
- M** T&D Scene Paint Shop: \$25,000
- N** VANM Sculpture Studio: \$50,000
- O** VANM Sculpture Office: \$10,000
- P** VANM Sculpture/Woodshop: \$50,000
- Q** VANM Welding/Foundry Room: \$40,000
- R** VANM Sculpture/Plaster Room: \$30,000
- S** VANM Ceramics Studio: \$50,000
- T** VANM Clay Mix Room: \$15,000
- U** VANM Kiln Room: \$40,000
- V** VANM Outdoor Kiln: \$30,000
- W** VANM Glaze Mix Room: \$10,000
- X** VANM Ceramics Office: \$10,000
- Y** Gail and Ted DeDee Administrative Offices
- Z** RAC Central Plaza: \$60,000
- AA** RAC Arcade: \$40,000
- BB** Fredonia Beaver Club Community Rain Garden
- CC** Costello South Plaza
- DD** West Wing: \$2,000,000



VIEW FROM NORTHWEST



VIEW FROM WEST



VIEW FROM SOUTHWEST

Michael C.
Rockefeller Arts Center

Addition and Renovation Project
Naming Opportunities for First Floor & Lower Level

A College of Visual and Performing Arts: \$5,000,000

The name of the College of Visual and Performing Arts (CVPA) shall appear on the entrance of the Rockefeller Arts Center building outside of the main entrance, inside the building lobby, and on all publications, signs and announcements related to the CVPA.

B School of Music: \$5,000,000

The name of the School of Music (SOM) shall appear on the entrance of the Mason Hall building outside of the main entrance, inside the building lobby, and on all publications, signs and announcements related to the SOM.

C Costello Community Room

Combination lecture/teaching space and public meeting space available for teaching purposes as well as campus or community events, including pre-concert talks and post-event receptions.

D Lake Shore Savings Gateway to the Arts

Public space accommodating day and evening activities for students and general public users of the building for academic or performance events.

E Marvel Theater von Tornow Lobby Vestibule/Foyer: \$10,000

New public access entrance to the von Tornow lobby of Marvel Theater.

F RAC First Floor Promenade: \$50,000

Public access hallway accessing shops and studios along the spine of the addition, adjacent to the existing building.

G Kay Hardesty Logan Green Room

Serving King Concert Hall and Marvel Theatre, the Green Room is the place where performers gather before the performance, wait their turns to go on stage and relax when not on stage. Virtually every theatre in the English-speaking world has a room with this name and for this purpose.

H Dressing Rooms (3): \$10,000

These three small dressing rooms, (also known as "quick change rooms") serve as the "star" dressing rooms for resident and visiting musical groups; they are typically used for the conductor and featured soloists. One of the rooms is equipped with a phone and computer to serve as an "office away from home" for visiting touring companies.

I RAC Technical Director Office: \$10,000

This office serves as the nerve center for all facility operations. The Rockefeller Arts Center's technical director and operations manager schedules all performances and rehearsals, and monitors all backstage operations including the technical needs for visiting artists and ensembles.

J RAC/SoM All-Weather Connector: \$30,000

Enclosed connecting structure between Mason Hall and the RAC addition. Facilitates public access of foot traffic as well as movement of instruments and other equipment from building to building.

K T&D Scene Shop Manager Office: \$10,000

Staff office space adjacent to shop and Marvel Theatre stage.

L T&D Scene Shop: \$50,000

Wood, fabric, and metal layout and assembly space for the fabrication of theatrical scenic elements related to the academic mission of the Department of Theatre and Dance productions.

M T&D Scene Paint Shop: \$25,000

An open, high-ceilinged space specifically designed to allow the safe teaching of scene painting techniques to students as well as the painting and decorative finishing of scenic and property items fabricated elsewhere. Space will allow complete trial set-ups of scenery prior to assembly in a performance venue. Offers the ability for students and faculty to safely execute a variety of painting and finishing techniques.

N VANM Sculpture Studio: \$50,000

Lecture/workroom studio for the study of methods, materials, techniques and the fundamental principles of sculpture. Incorporates spaces for both traditional and experimental approaches to three-dimensional expression.

O VANM Sculpture Office: \$10,000

Sculpture faculty member's office adjacent to the Sculpture Studio.

P VANM Sculpture/Woodshop: \$50,000

A well-equipped studio appropriate for a variety of fabrication techniques associated with woodworking, armature construction, model building and mixed media fabrication.

Q VANM Welding/Foundry Room: \$40,000

A studio for both hot and cold fabricating techniques, including various welding and foundry casting processes.

R VANM Sculpture/Plaster Room: \$30,000

Designated space for methods and materials associated with mold-making, investment casting and hand building of dimensional objects.

S VANM Ceramics Studio: \$50,000

This studio affords opportunity for up to 32 students to safely work on hand- or wheel-formed ceramic projects using a variety of ceramic materials. In addition, a variety of teaching technology devices will support traditional classroom teaching methods.

T VANM Clay Mix Room: \$15,000

Minimal storage of dry clay product as well as mixing and pugging of clay for studio work.

U VANM Kiln Room: \$40,000

Allows the firing by means of gas or electric kilns of student created ceramic projects.

V VANM Outdoor Kiln: \$30,000

An exterior space that will allow use of ceramic firing techniques other than electric or gas as found indoors. Traditional or experimental processes can be executed.

W VANM Glaze Mix Room: \$10,000

A space for the safe storage and mixing of ceramic glazing materials as well as various application on finished projects.

X VANM Ceramics Office: \$10,000

Ceramic faculty member's office space.

Y RAC Administrative Office Suite: \$25,000

Conversion of the former Student Commons to serve most RAC administrative operations including offices for the director, secretary, and public relations assistant.

Z RAC Central Plaza: \$60,000

This large expanse of poured-in-place concrete serves as the welcoming entryway into the Harry A. King Concert Hall and connects the concert hall to the Robert W. Marvel Theatre. The plaza has been the site for major public gatherings.

AA RAC Arcade: \$40,000

This covered passageway, with a series of columns on the north side, brings audience members from Symphony Circle at the front of Rockefeller Arts Center to the stairs and ramps that lead up to King Concert Hall, Marvel Theatre and the Marion Art Gallery.

BB Fredonia Beaver Club Community Rain Garden

Three-season exterior landscaped space adjacent to the north entrance to the RAC addition.

CC Costello South Plaza

For more information, visit: fredonia.edu/racaddition



Naming Opportunities

New Construction

- A** James and Marcia Merrins Dance Theatre
- B** T&D Dance Studio II: \$50,000
- C** T&D Dance Studio III: \$50,000
- D** T&D Dance Faculty Offices (5): \$10,000 each
- E** T&D Dance Locker Room Spaces (Faculty and Student): \$5,000 each
- F** Paul F. and Mary Joyce Schaefer Acting Studio
- G** Dr. Georgiana von Tornow Theatre Acting Studio
- H** T&D Costume Laundry/Dye Room: \$20,000
- I** T&D Costume Shop Manager Office: \$10,000
- J** The Harry John Brown and Paul W. Mockovak Dance Studio Lobby
- K** RAC Second Floor Promenade: \$35,000

Departments:

CVPA : College of Visual and Performing Arts

RAC : Rockefeller Arts Center

SoM : School of Music

T&D or TADA : Theatre and Dance

VANM : Visual Arts and New Media

Renovations

- L** T&D Costume Fitting Room: \$5,000
- M** T&D Costume Shop: \$35,000
- N** T&D Design and Technical Production Offices (4): \$10,000 each
- O** T&D Computer Laboratory: \$25,000
- P** T&D Lighting and Sound Laboratory: \$25,000
- Q** T&D Print Area: \$10,000
- R** T&D Design & Drafting Studio: \$25,000
- S** VANM Drawing Studio: \$25,000
- T** VANM Computer Laboratory I: \$50,000
- U** VANM Computer Laboratory II: \$50,000
- V** VANM Shooting Studio: \$50,000
- W** VANM Shooting Studio Annex: \$25,000
- X** VANM Faculty Offices (4): \$10,000 each
- Y** VANM Animation & Illustration / Video Drafting Studio and Storage: \$35,000
- Z** VANM Printmaking Studio: \$50,000
- AA** Classrooms (2): \$30,000 each
- BB** Conference Room: \$15,000
- CC** TADA & VANM Offices (11)
 - CC2** Visual Arts and New Media office
In honor of Dr. Daniel D. Reiff
 - CC5** Visual Arts and New Media Department Chair
A Gift of Fredonia College Council 2016
 - CC10** Theatre and Dance Department office
A Gift of Dr. John A., '57 and Joan L. Glenzer
 - CC11** Theatre and Dance Department Chair
A Gift of Brian Usifer, '03

For more information, visit:
fredonia.edu/racaddition

A James and Marcia Merrins Dance Theatre

Classroom and studio for the teaching of dance. Also serves as a fully-equipped 91-seat public performance space for choreographic presentation.

B T&D Dance Studio II: \$50,000

Classroom and studio for the teaching of dance as well as a choreographic rehearsal space.

C T&D Dance Studio III: \$50,000

Classroom and studio for the teaching of dance as well as a choreographic rehearsal space.

D T&D Dance Faculty Offices (5): \$10,000 each

Dance faculty and staff offices adjacent to the dance studios.

E T&D Dance Locker Room Spaces (Faculty and Student): \$5,000 each

Dedicated changing and bathing facilities for dance faculty and students.

F Paul and Mary Joyce Schaefer Acting Studio

A dedicated space for the teaching of acting and movement as well as serving as a production rehearsal space.

G Dr. Georgiana von Tornow Theatre Acting Studio

A dedicated space for the teaching of acting and movement as well as serving as a production rehearsal space.

H T&D Costume Laundry/Dye Room: \$20,000

Properly vented and equipped space for the laundering of costume garments and the dying of fabric materials for costume construction. A teaching and construction area for costume crafts techniques.

I T&D Costume Shop Manager Office: \$10,000

Staff office space adjacent to the Costume Shop.

J The Harry John Brown and Paul W. Mockovak Dance Studio Lobby

Minor lobby used in conjunction with public choreographic performances in Dance Studio I.

K RAC Second Floor Promenade: \$35,000

Public access hallway for second level shops and studios demarcating the spine of the addition adjacent to the existing building.

L T&D Costume Fitting Room: \$5,000

Private space utilized by costume design/production staff and performers for fitting of costume garments.

M T&D Costume Shop: \$35,000

Costume shop/workspace for costume design/production.

N T&D Design and Technical Production Offices (4): \$10,000 each

Faculty offices in support of academic and production activities of the Department of Theatre and Dance.

O T&D Computer Laboratory: \$25,000

ITAB supported space for classroom instruction in theatrical design and technical production software and support of student design/production efforts for programmatic academic and public performance purposes.

P T&D Lighting and Sound Laboratory: \$25,000

Teaching space to allow classroom instruction and student practice in the creation of lighting or sound designs, and execution.

Q T&D Print Area: \$10,000

Space dedicated to the 2-dimensional large-format output of graphics or text documents in support of drafting or designs for faculty and student projects.

R T&D Design & Drafting Studio: \$25,000

A lecture/studio space to facilitate practice and execution of scenic, costume or lighting designs and production draftings by traditional (non-digital) hand methods. To include drafting, sketching/drawing with dry media, and painting with various wet media.

S VANM Drawing Studio: \$25,000

A lecture/studio space to facilitate practice and execution of drawings or sketches by traditional (non-digital) hand methods. To include drafting, sketching/drawing with dry media and painting with various wet media.

T VANM Computer Laboratory I: \$50,000

ITAB supported space for instruction in digital imaging and time based media software and support of student animation, illustration, film & video projects for programmatic academic and public exhibit purposes.

U VANM Computer Laboratory II: \$50,000

An ITAB supported space for instruction in digital imaging and time based media software and support of student animation, illustration, film & video projects for programmatic academic and public exhibit purposes.

V VANM Shooting Studio: \$50,000

Studio in support of learning the camera and lighting fundamentals of filmmaking or HD videography, illustration reference photography, stop motion animation and set building and group time based media projects.

W VANM Shooting Studio Annex: \$25,000

An adjacent space off the main shooting studio for possible sound work on shooting studio projects.

X VANM Faculty Offices (4): \$10,000 each

Faculty or staff offices in support of academic and artistic activities of the Department of Visual Arts and New Media.

Y VANM Animation & Illustration / Video Drafting Studio and Storage: \$35,000

A drafting room and classroom for analog animation, illustration and video pre-production and coursework.

Z VANM Printmaking Studio: \$50,000

A studio to enable learning of traditional printing techniques as well as monoprints, mixed media experimentation and reduction.

AA Classrooms (2): \$30,000 each

These "smart" classrooms are specifically dedicated to traditional lecture style instruction. Each accommodates 31 students plus faculty.

BB Conference Room: \$15,000

The conference room is used by the Department of Theatre and Dance and the Department of Visual Arts and New Media for meetings of faculty and staff, classroom instruction and for student organization meetings.

CC Offices (9): \$5,000 each

Each private office in the office core is occupied by a member of faculty or secretarial staff in either the Department of Theatre and Dance department or the Department of Visual Arts and New Media.

CC2 Visual Arts and New Media office
In honor of Dr. Daniel D. Reiff

CC5 Visual Arts and New Media Department Chair
Gift of Fredonia College Council 2016

CC10 Theatre and Dance Department office
A Gift of Dr. John A., '57 and Joan L. Glenzer

CC11 Theatre and Dance Department Chair
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