

May 10, 2013

INFORMATION CENTER IN ARTS DISTRICT TO OPEN MONDAY

Includes Café and Box Office at AT&T Performing Arts Center

(DALLAS) The AT&T Performing Arts Center announced today that its new Information Center will open Monday, May 13. Located in Elaine D. and Charles A. Sammons Park, the Information Center includes a café, box office and a visual presentation space created by AT&T. The new structure will provide visitors information about events and institutions in the entire Dallas Arts District, including Klyde Warren Park and the Perot Museum of Nature and Science. It will also include information about Dallas Summer Musicals, productions at Kalita Humphreys Theater, Latino Cultural Center and other nonprofit cultural venues.

“This is about providing good customer service to everyone visiting the Arts District and Dallas, no matter what they’re interested in doing,” said Doug Curtis, president and acting CEO of the AT&T Performing Arts Center. “Sure we want visitors to know about programs at the Center, but it’s also a collaborative way to support everyone in the District and the arts in Dallas.”

Tickets for many performing arts productions in the District will be sold through the box office, including Center Presents, Lexus Broadway Series and Dallas Theater Center shows. Some productions at Dallas City Performance Hall will also be sold in the Information Center. The Center box office will also be handling Dallas Symphony single tickets for the convenience of patrons and to provide a complete marketplace for Arts District performances.

“This collaboration makes purchasing tickets and visiting our venues easier for all of our patrons,” said Jonathan Martin, President and CEO of Dallas Symphony Orchestra. “If the Information Center box office right next door to the Meyerson is open, it just makes sense that that a ticket to the Symphony is one of the outstanding options available for our patrons or visitors.”

The sleek, glass-enclosed Information Center was designed by Foster + Partners of London, which also designed the Margot and Bill Winspear Opera House and Annette Strauss Square. Lord Foster is a Pritzker Prize-winning architect.

Dallas-based Pearl Cup Coffee will be the vendor in the café space, offering beverages – including its signature Pearl Latte™- along with light fare and pastries. Customers can enjoy their drinks at café tables and chairs in Sammons Park. The Center also provides free AT&T Wi-Fi, Ping-Pong and foosball tables. This setting is ideal for outdoor events, including the free Thursday afternoon Patio Sessions concerts in the spring and fall.

“This will add even more activity to the already vibrant District,” said Catherine Cuellar, executive director of Dallas Arts District. “Now, audiences, visitors, artists,

students and workers have one place to get information, buy tickets and enjoy conversation over coffee. This is a big plus for the District.”

The Information Center box office will be open 10:00 a.m. – 9:00 p.m. daily. On performance nights in the Winspear Opera House, Dee and Charles Wyly Theatre, Strauss Square or the Morton H. Meyerson Symphony Center, the box office will stay open late.

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About the AT&T Performing Arts Center

The AT&T Performing Arts Center is a nonprofit foundation that operates and programs three premier performance venues and a 10-acre park for music, opera, theatre and dance in the heart of downtown Dallas. The Center also makes performance art accessible to local students through its education program, *Open Stages*. Opened in October 2009, the Center helped complete the 30-year vision of the Dallas Arts District. The Center includes:

- The Margot and Bill Winspear Opera House, designed by Foster + Partners of London in a modern horseshoe configuration, seats 2,200. Its acoustics are considered among the best in the world.
- The Dee and Charles Wyly Theatre designed by REX/OMA, Joshua Prince-Ramus (partner in charge) and Rem Koolhaas, seats up to 575 and uses a super-fly system to change rapidly the performance hall’s configuration to proscenium, thrust or flat floor.
- The Elaine D. and Charles A. Sammons Park, designed by Michel Desvigne, is a lush urban park that unifies the Center’s venues.
- Annette Strauss Square, designed by Foster + Partners, is the Center’s outdoor entertainment venue.
- Two underground parking areas accommodate more than 850 vehicles.

The Center’s Resident Companies are: The Dallas Opera, Dallas Theater Center, Dallas Black Dance Theatre, Texas Ballet Theater and Anita N. Martinez Ballet Folklorico. The Center also has a partnership with TITAS, the premier performing arts presenter in Dallas.

More information on the AT&T Performing Arts Center is available at www.attpac.org.

