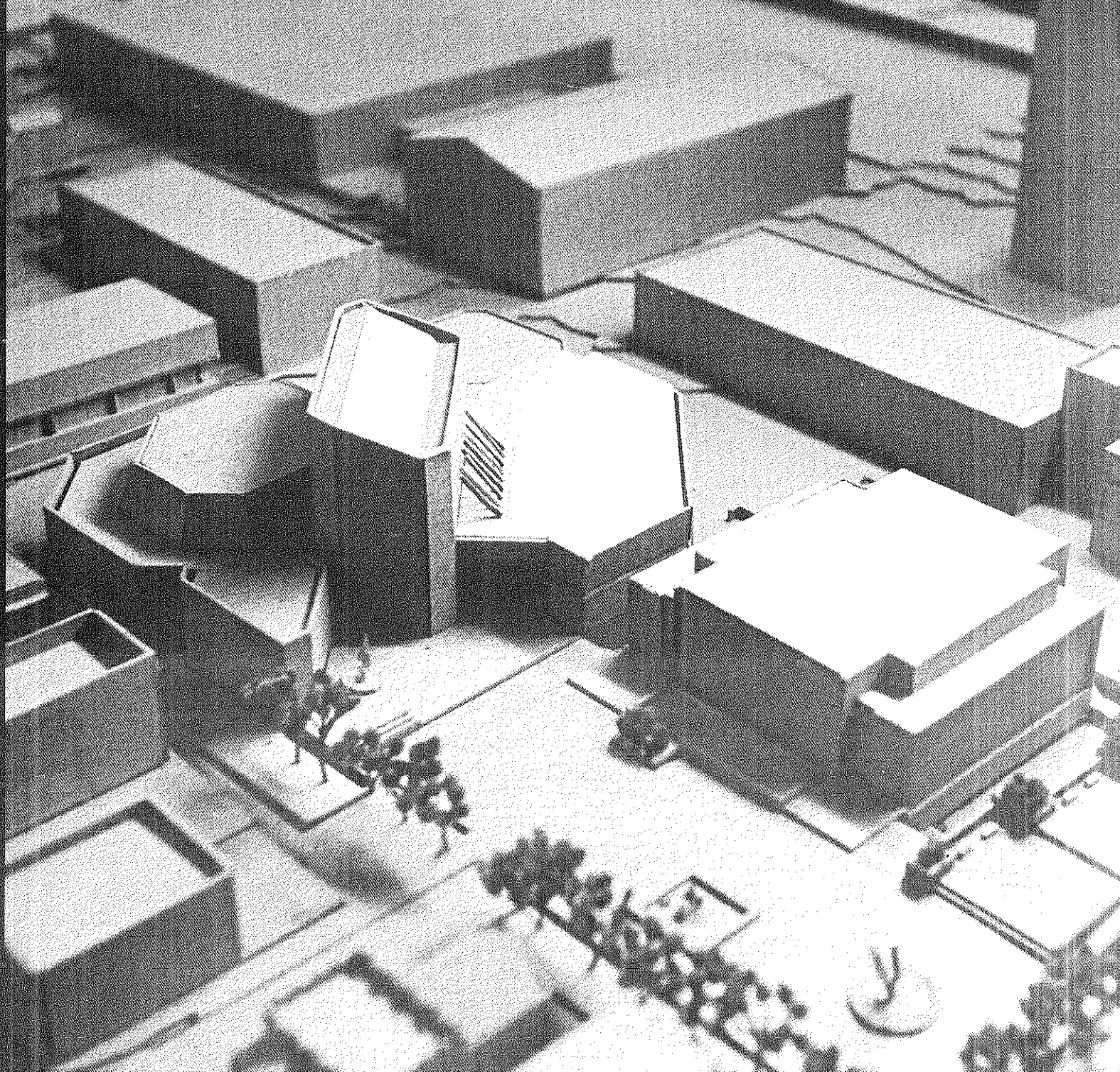
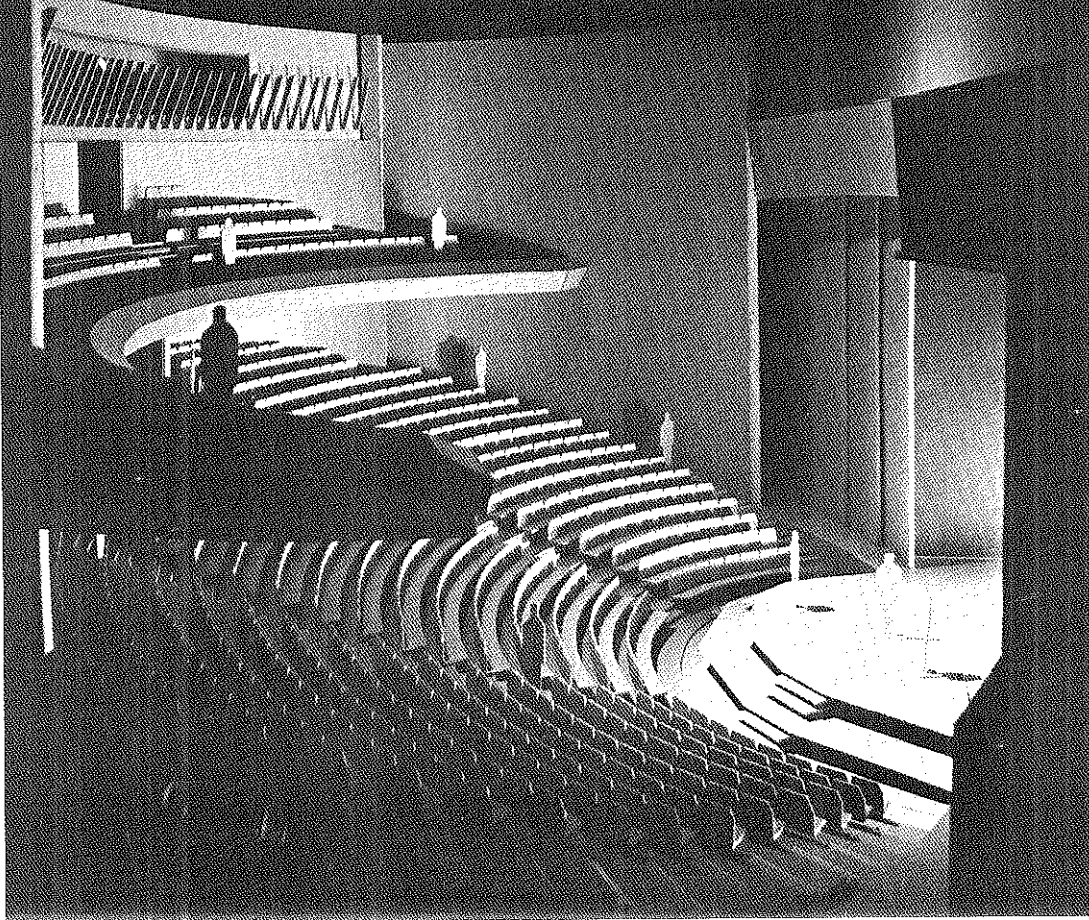


IDEAS AT THE CENTER OF THE STAGE

Plans for The Annenberg
Center for Communication Arts and
Sciences, University of Pennsylvania

A view of the future lies on the table of Vincent G. Kling and Associates, architects. The irregular-shaped structure to the left of the present building of The Annenberg School of Communications is the scale model of the new Annenberg Center for Communication Arts and Sciences. Three theaters, undergraduate and graduate activity areas, and laboratories for research comprise the heart of the Center. The main theater with its central stagehouse dominates the new building. A skylight leaning against a vast expanse of brick lights the spacious lobby. The entire communication complex will also include the present auditorium, seating 375; projection, sound, and video control rooms; and research facilities for observation, measurement, and data processing. The new Center will occupy a site of 38,500 square feet, and include about 95,000 gross square feet of space on four levels.

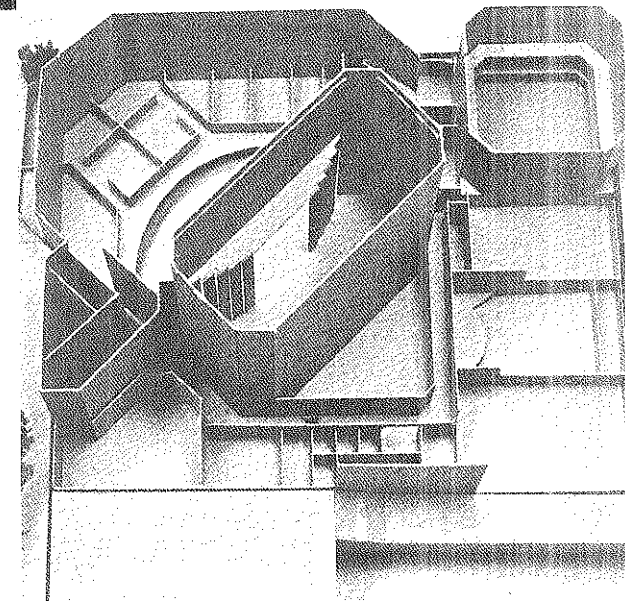




ZELLERBACH THEATER

Under the roof we find a versatile modern stage, equipped with elevator aprons and a variable proscenium opening, looking out on a house seating over 900, designed for drama, music, dance, and multi-media shows. This main theater is being named the Zellerbach Theater in appreciation of a grant from the Harold and Doris Zellerbach Fund. Mr. Harold Zellerbach, the President of the Harold and Doris Zellerbach Fund, is an alumnus and Trustee of the University of Pennsylvania and a leader in the cultural community.

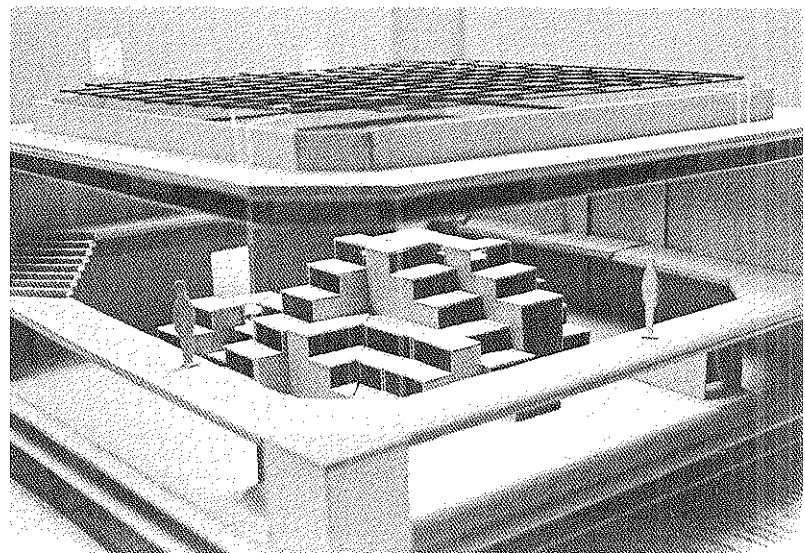
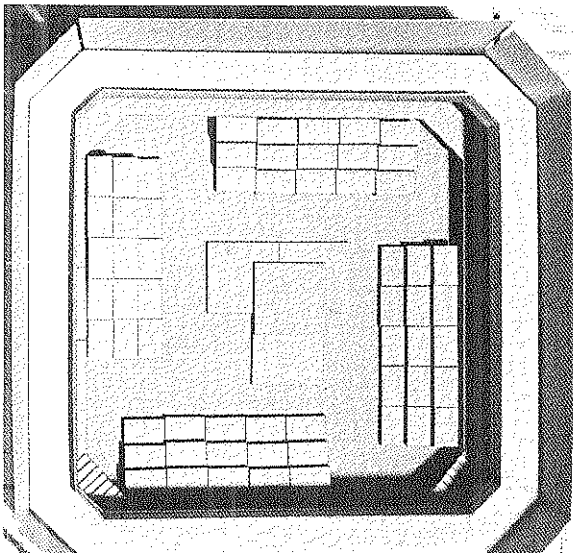
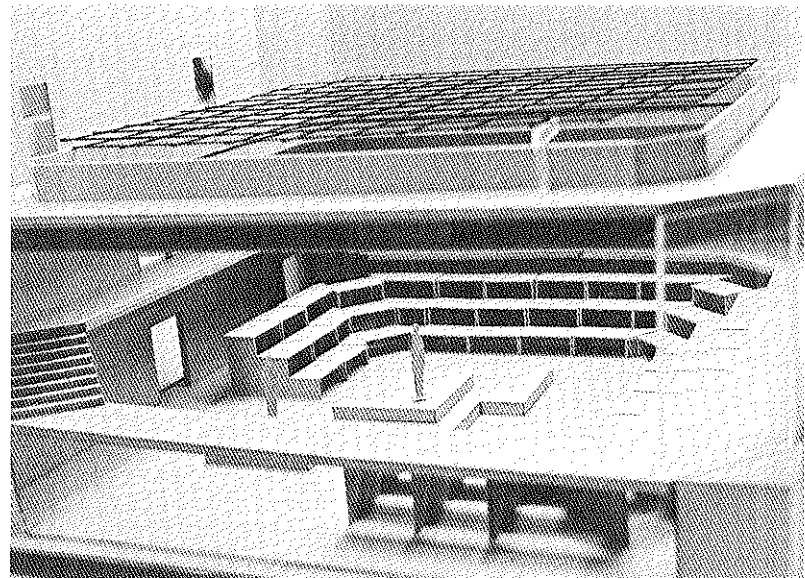
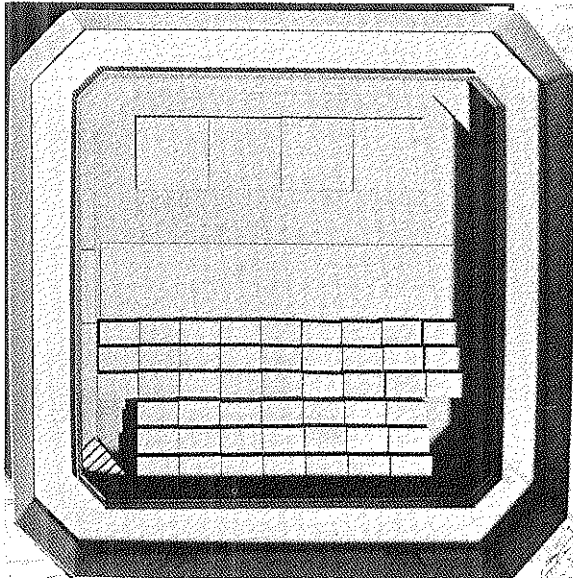
On the lower level rehearsal rooms, dressing rooms, shops and storage areas surround the stage floor. Two smaller theaters provide specialized facilities for experimentation, learning, research, and participation in the living and electronic arts. The Laboratory Theater is in the upper right corner. The Workshop Theater is right center.

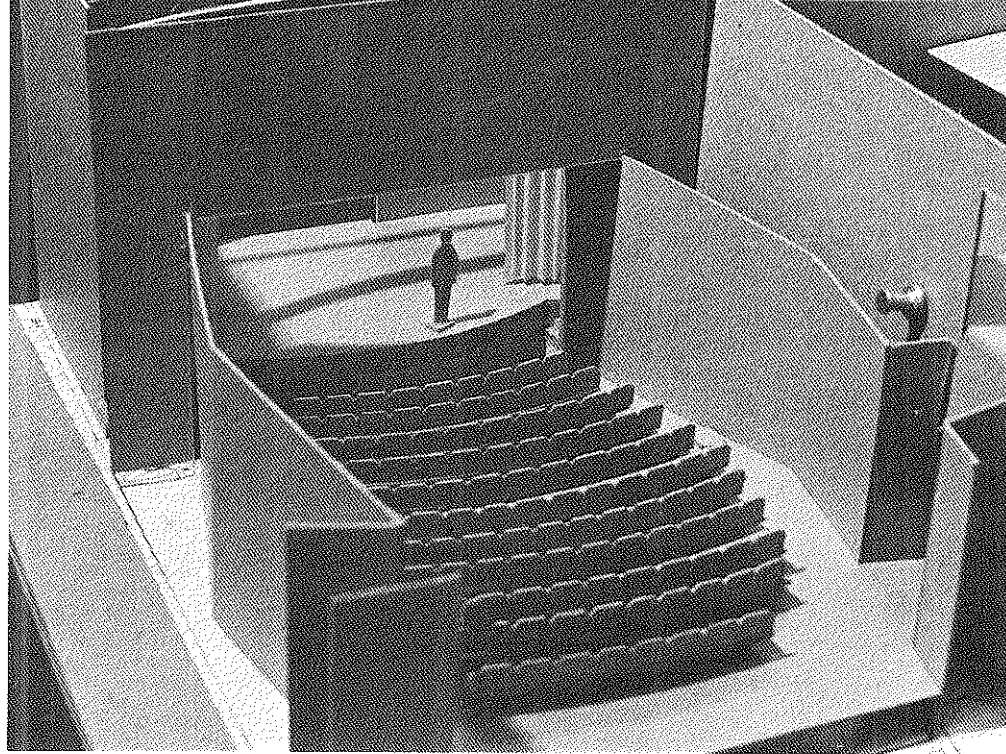


LABORATORY THEATER

Here the aim is total flexibility. Movable seating and staging permit free exploration of audience-performer relationships. Lighting, sound, and video systems cover the entire area.

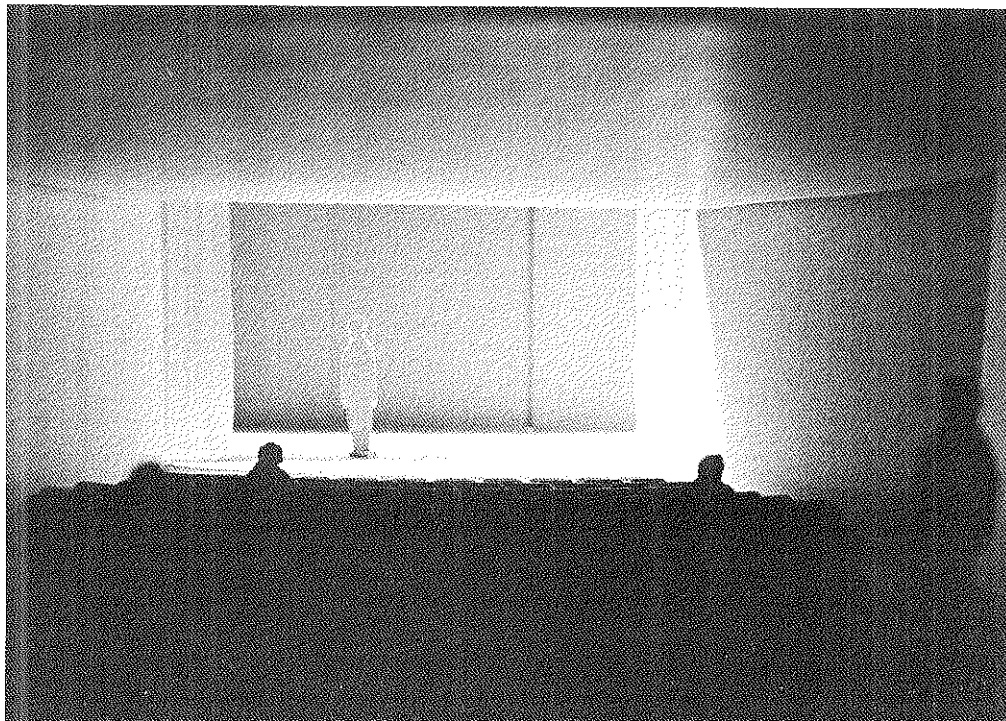
Multi-level structure permits vertical movement, and balconies provide all-around observation. Two overhead and two lateral views suggest staging possibilities.

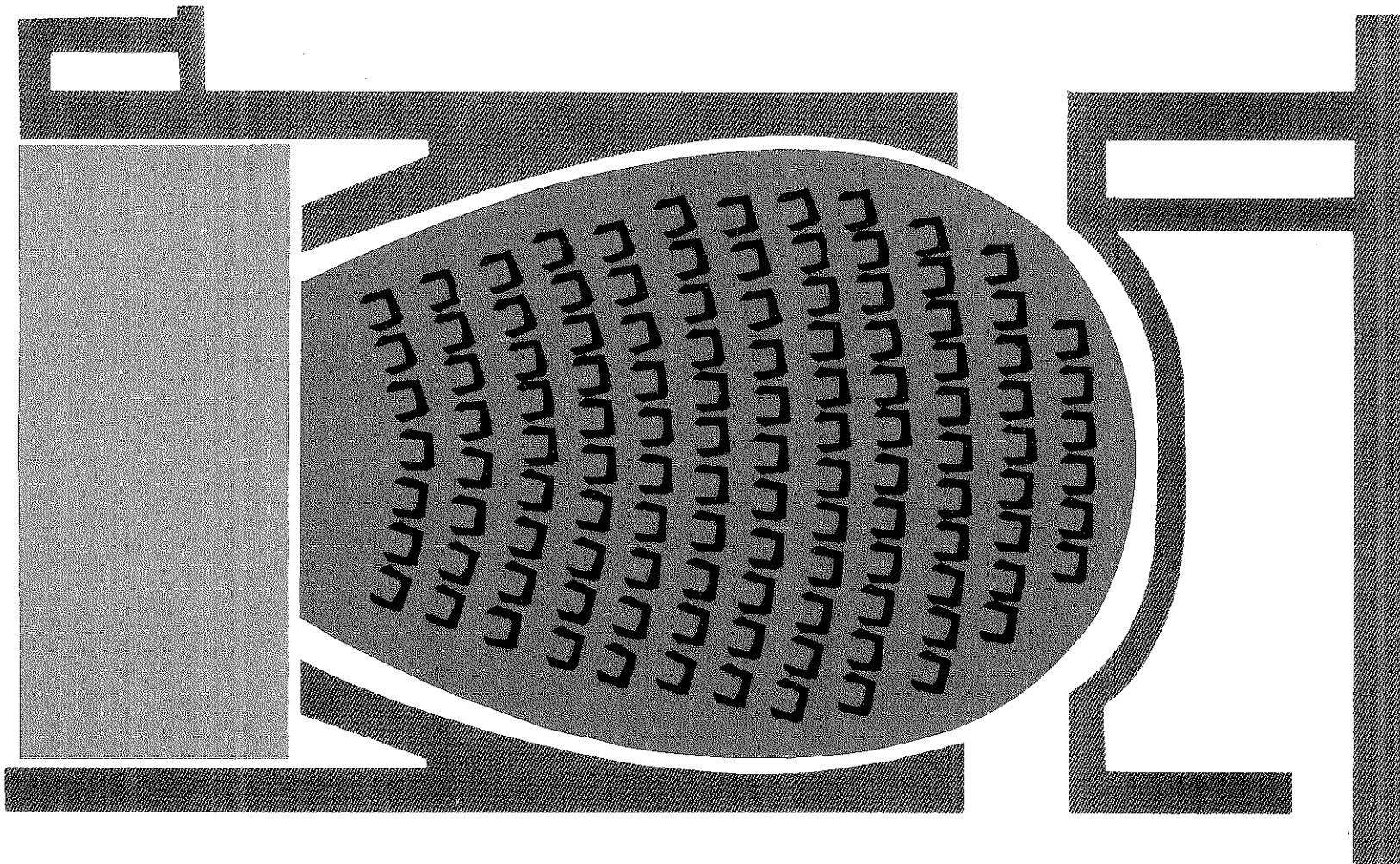




WORKSHOP THEATER

An intimate, fixed-seat house for about 150, this unit is designed for film screenings, chamber music, recitals, and readings. Its stage, like those of the other two theaters, is accessible from central actors' quarters and a common service area, permitting all three theaters to function simultaneously.





PHOTOGRAPHY: JAMES SUGAR
LAWRENCE S. WILLIAMS

DESIGN: SAMUEL MAITIN

PRINTING: THE WINCHELL COMPANY

ABOVE: WORKSHOP THEATER

COVER: ZELLERBACH THEATER

WHAT IDEAS?

The Annenberg Center for Communication Arts and Sciences is an idea taking concrete shape and form on the University of Pennsylvania campus. A new kind of facility for new kinds of performances and research, it will cost over \$5,000,000 to build.

Such a creative center for the arts of the theater and concert hall has been long sought by the University community. Its realization was made possible by a gift of nearly \$3,000,000 toward construction and equipment from Walter H. Annenberg, an alumnus and Trustee of the University and founder of The Annenberg School of Communications. The balance is being sought from other philanthropic sources.

The Center will adjoin the present building of The Annenberg School of Communications. The School will relate to its programs in certain specific ways and will administer it for the University as a whole. The doors of the Center are expected to open in the winter of 1970.

The vision that animates the planning for this Center sets it apart from conventional performing arts centers. The idea is to advance the basic objectives of a university with its unique traditions and special resources, a university which is a part of the rich cultural setting of Philadelphia, and a university which has a leadership role to play at a time of critical stress and search in American culture.

The basic objective of a university is to contribute to knowledge through teaching, research, and public expression and service. That includes expression through the living and electronic arts, and teaching and research related to the arts.

The University of Pennsylvania has a long and distinguished tradition of dramatic and musical scholarship. Concerts are sponsored by its Department of Music. Undergraduate theater, music, and dance are parts of its student activity program. One of the unique resources at Pennsylvania is The Annenberg School of Communications. The School conducts a graduate program in a new discipline. Its media laboratories include studies in film, television, and theater. Its research encompasses inquiry into the nature of the dramatic experience, and into the ways the arts touch the lives of people.

Philadelphia is well-endowed with cultural resources. Its orchestras, its professional, community, and college theaters, its operas and ballets, and the many artists and groups visiting each season, provide a varied cultural fare. While effort is needed to maintain and strengthen community support of the arts, the specialized resources of the university

should be used to express and advance its particular role in society, to serve its special clientele, and to complement rather than duplicate other community efforts.

The Annenberg Center for Communication Arts and Sciences is an investment in such an expression of the idea of a university. Theater, music, dance, and the electronic arts will find a much-needed modern facility for experimentation and public involvement. Undergraduates will perform on its stages and work behind the scenes. Professional and community groups will be invited to offer special programs. The theater and other media laboratories of the graduate communications programs will experiment with plays and multi-media presentations, and will arrange screenings and exhibits. A wide-ranging program will respond to diverse needs, expectations, and interests. This much, and it is much, belongs to any university performing arts center. The difference goes back to a unique expression of the idea of a university in and through the communication arts and sciences.

This expression relates to art and to science in the larger scheme of the communication of ideas. Part of each year's program will revolve around a central theme, issue, or problem of deep human significance. Performances, screenings, exhibits, symposia and special lectures will illuminate the theme in many forms, styles, and modes, and from several points of view in time, space, culture, ideology, and method.

Such a program will be a natural setting for communications researchers and other social scientists to investigate the nature of the dramatic experience and the behavioral and institutional dynamics of the arts. The Center will provide specialized facilities for the conduct of relevant social research. Here students, professionals, artists, and scholars will join campus and community in the experience of the arts as they participate in the conduct of inquiry into their roles in our lives.

This is how the new Center will attempt to advance the idea of a university contributing to knowledge while fulfilling its leadership role in the arts and sciences of communications. The idea, in brief, is that ideas should be at the center of the stage.

GEORGE GERBNER, DEAN
THE ANNENBERG SCHOOL OF COMMUNICATIONS
UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PENNSYLVANIA 19104

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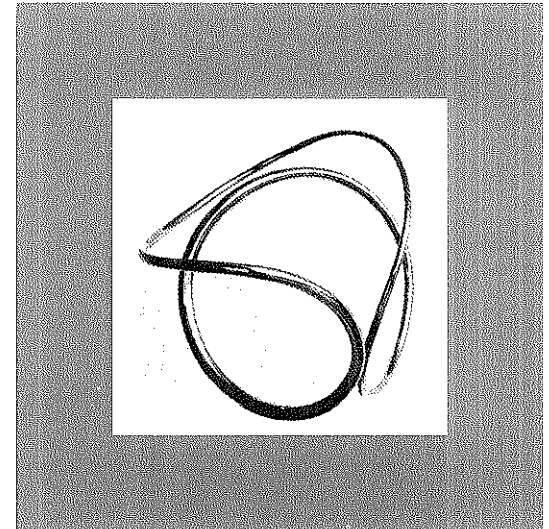
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This brochure, published in 1966, announced a vision that has come true.

Five years later, The Annenberg Center for Communication Arts and Sciences is being dedicated. Its task is still to advance the mission of the University—contribution to knowledge through the living and electronic arts. The last copies are presented to our guests today as a token of appreciation for their interest and support, and a memento of this occasion.

The Center's Staff

Dedication Program

Thursday, April Eighth, Nineteen Hundred and Seventy One

The Rev. Stanley Johnson
University Chaplain

George Gerbner
Dean, The Annenberg School of Communications

Richard Kirschner
Acting Director, The Annenberg Center for Communication Arts and Sciences

Martin Meyerson
President of the University

Nancy Hanks
Chairman, National Endowment for the Arts

Tour of the building

Reception

Center Productions — Spring 1971

Theatre Lab production of
Three one-act plays
Studio Theatre
April 15, 16, 17

Student Ensemble
"Fixed", original drama by Susan Jack
Harold Prince Theatre
Opening April 19

"St. Joan of The Stockyards", by Bertolt Brecht
American Premiere, Zellerbach Theatre
Opening April 27