



NEW 42 STREET

Committed to the transformational power of the arts, The New 42nd Street builds on the foundation of seven historic theaters to make extraordinary performing arts and cultural engagement part of everyone's life.

MISSION
HISTORY
PROJECTS
PROPERTIES

THE NEW 42ND STREET FULFILLS THIS PURPOSE:

- through The New Victory Theater, New York City's professional theater for kids and families, presenting the highest quality performing arts at affordable ticket prices, providing model arts education programs and youth employment opportunities.
- by maintaining and fully using the New 42nd Street Studios and The Duke on 42nd Street to support performing artists in the creation of their work.
- by continuing to make 42nd Street a lively cultural and entertainment destination, and ensuring the ongoing vibrancy of 42nd Street's historic theaters: Apollo, Empire, Liberty, Lyric, Selwyn, Times Square and Victory.

THE NEW 42ND STREET New42.org

The nonprofit organization that oversees the redevelopment of seven historic theaters on 42nd Street and operates these three projects:

229 W 42ND STREET, NEW YORK, NY 10036

THE DUKE ON 42ND STREET
TheDukeon42.org

NEW 42ND STREET STUDIOS
New42Studios.org

209 W 42ND STREET, NEW YORK, NY 10036

THE NEW VICTORY THEATER
NewVictory.org

The New 42nd Street leads the dynamic evolution of the reinvented 42nd Street, cultivating a unique cultural and entertainment destination at the Crossroads of the World. By leading the renewal of seven historic theaters, by creating unique innovative cultural institutions and by building a home for nonprofit arts organizations in the heart of Times Square, The New 42nd Street ignited a transformation that makes Times Square the iconic and family-friendly entertainment destination it is today.

In all its endeavors, The New 42nd Street pursues excellence and innovation under the leadership of its Board of Directors and with the collaboration of the NEW 42ND STREET staff.

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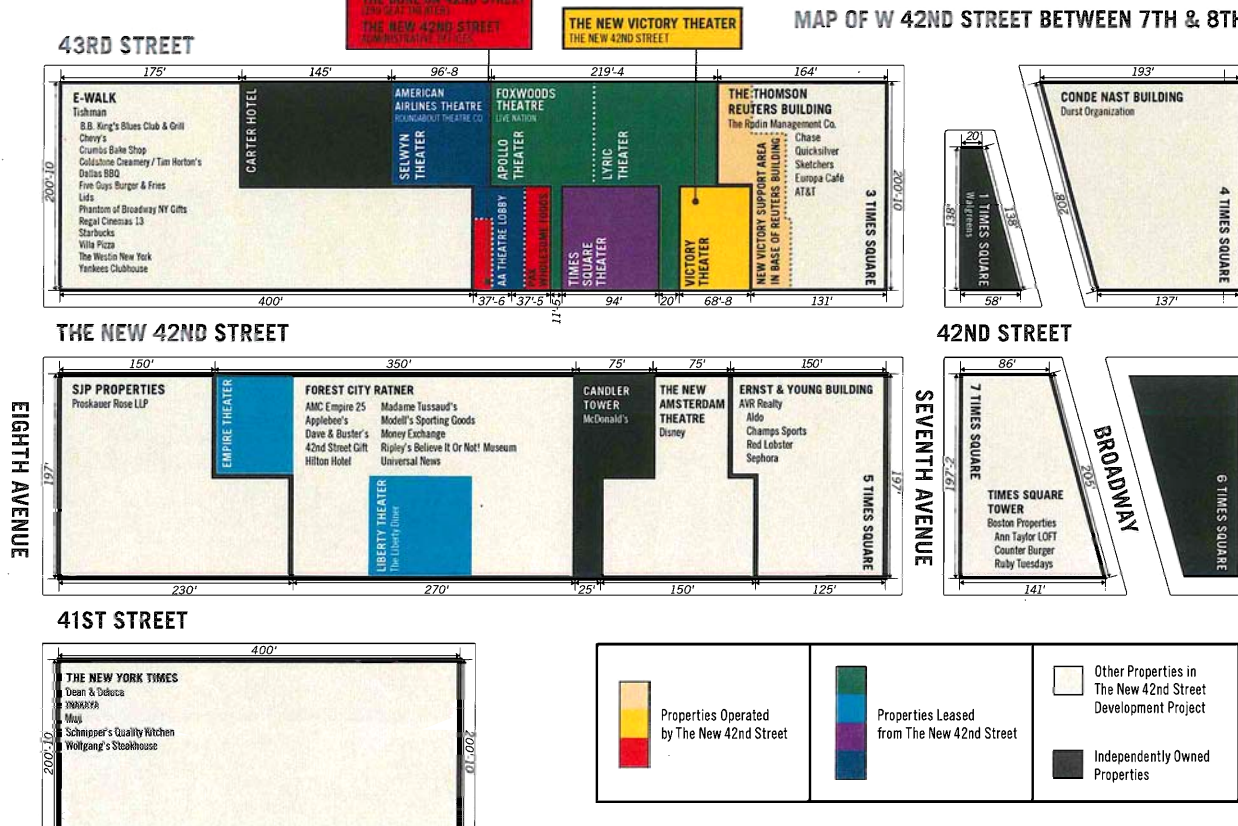
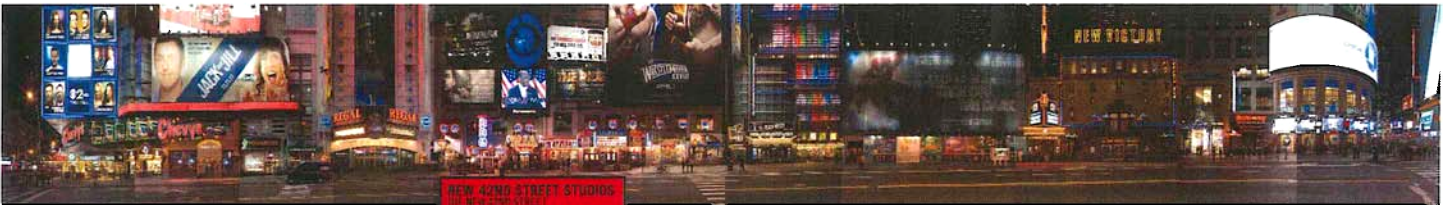
PHOTO: ALEXIS BUATTI-RAMOS

NEW 42ND STREET

The New 42nd Street was founded in 1990 by New York City and State in response to the neglected stretch of urban decay that was 42nd Street between 7th and 8th Avenues. Originally charged with the restoration and long-term oversight of seven historic theaters, The New 42nd Street boldly took on three projects of its own: The New Victory Theater, a performing arts theater devoted to kids and families; the New 42nd Street Studios, a state-of-the-art, 10-story performing arts complex; and The Duke on 42nd Street, a black box theater available on a rental basis to nonprofit and commercial performing arts organizations. A leader in the national and international arts communities, The New 42nd Street is devoted to finding new ways to deepen, expand and develop these projects and services, and diversify its constituencies.

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Gone is the blighted, hostile 42nd Street landscape of 1990. Today, The New 42nd Street is a thriving and spirited cultural institution, and this famous block at the Crossroads of the World is once more a vibrant destination for New Yorkers and visitors alike.



NEW 42ND STREET PROJECTS

When no one else would restore the historic theaters of Times Square, The New 42nd Street was entrusted with determining the uses for seven theaters on 42nd Street between 7th and 8th Avenues and leasing them for adaptive reuse. To prove that new life on the block was possible, The New 42nd Street courageously chose the least desirable property under its aegis—the double-balconied Victory Theater—and created New York’s first theater for kids and families. The opening of The New Victory Theater was soon followed by the NEW 42ND STREET Studios and The Duke on 42nd Street, and The New 42nd Street established itself as an innovator of urban revitalization and cultural expansion.

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THE NEW VICTORY THEATER

The New Victory Theater introduces extraordinary performing artists from around the world to extraordinary audiences in New York City, bringing kids to the arts and arts to kids. Created in 1995 for young New Yorkers, their families and schoolmates, The New Victory Theater presents a diverse season of international companies at low ticket prices year after year. Through the theater’s award-winning education programs, The New Victory continues to provide access to schools and communities of New York City who seek to experience and engage with the work on our stages, often for the very first time. The theater’s contributions to the cultural landscape of the city were celebrated by the prestigious New York critics’ organization, The Drama Desk, which presented The New Victory Theater with a 2012 Special Award for “providing enchanting, sophisticated children’s theater that appeals to the child in all of us, and for nurturing a love of theater in young people.”



NEW 42ND STREET STUDIOS

“Dedicated to the Performing Artists of the 20th and 21st centuries and the Spells They Cast,” New 42nd Street Studios opened on June 21, 2000. A state-of-the-art, 10-story performing arts complex, the 84,000 square-foot building includes a mixed-use of space for rehearsal, performance and arts administration. Built in response to the dire need for affordable, dignified, well-designed and centrally located rehearsal space in New York City, the NEW 42ND STREET Studios serves a vast and diverse group of nonprofit dance, theater and opera groups, as well as Broadway musicals and plays. Designed by Platt Byard Dovell White Architects, the NEW 42ND STREET Studios building received the New York State Association of Architects/AIA Excellence in Design Award.



THE DUKE ON 42ND STREET

The Duke on 42nd Street is an intimate black-box theater available for rental to both domestic and international nonprofit and commercial organizations. Featuring a gallery along all four walls and a custom-built, state-of-the-art seating system, the flexible-use space offers full light, sound and support systems in various configurations. The Duke on 42nd Street is a fully-staffed, full service facility in the heart of the theater district. Many performing arts companies have called the space their home, including Theatre for a New Audience, Lincoln Center Theater, Steppenwolf Theater Company, Armitage Gone! Dance, Chicago Shakespeare Theater, Naked Angels, Classical Theater of Harlem, Playwrights Horizons, 92nd Street Y’s Harkness Dance Project, The NYC Tap Festival and Lincoln Center Great Performers and the National Theater of Great Britain.



The mission of The New 42nd Street is clear: it must reinvent life for the seven wonderful theaters under its jurisdiction, and in so doing, recreate them as places of popular art and entertainment for the 21st century and beyond. The theaters must serve as a magnet, providing affordable entertainment for New York City residents and visitors of all ages, races and classes, and they should resound with life both day and night. In order to reanimate the theaters and the street they occupy, imagination and tenacity must be brought to bear.

THE NEW 42ND STREET'S 1991 "PLAN FOR THE NEW VICTORY THEATER"

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By the early 1980s, New York residents and visitors avoided Times Square and growing public concern compelled New York State and City to join forces to eradicate the blight. Guided by a plan to redevelop Times Square through the revitalization of 42nd Street's historic theaters, the State and City of New York established the nonprofit organization now known as The New 42nd Street.

The Victory, Times Square, Selwyn, Lyric, Liberty, Empire and Apollo theaters were leased by the State and City of New York to The New 42nd Street for 99 years. With this lease came the obligation not only to restore these theaters, but to meet what the State and City of New York had determined to be the "public goals" for 42nd Street's redevelopment:

- Maintain secure but lively daytime and evening activity in the Theaters as close to 365 days a year as possible
- Strengthen New York's role as the country's premier entertainment city
- Reinforce the area's role as the "Crossroads of the World" by providing a diversity of entertainment serving a wide spectrum of New Yorkers and visitors of varied ages, races and economic and ethnic backgrounds
- Re-establish 42nd Street as a desirable destination for all New Yorkers and visitors with a distinct identity that has a spontaneous, positive vitality on the street with structured entertainment inside the Theaters
- Encourage the economic self-sufficiency of the complex
- Contribute to the performing arts in New York by offering support and performance space to the extent practicable
- Foster popular priced entertainment to the maximum extent possible

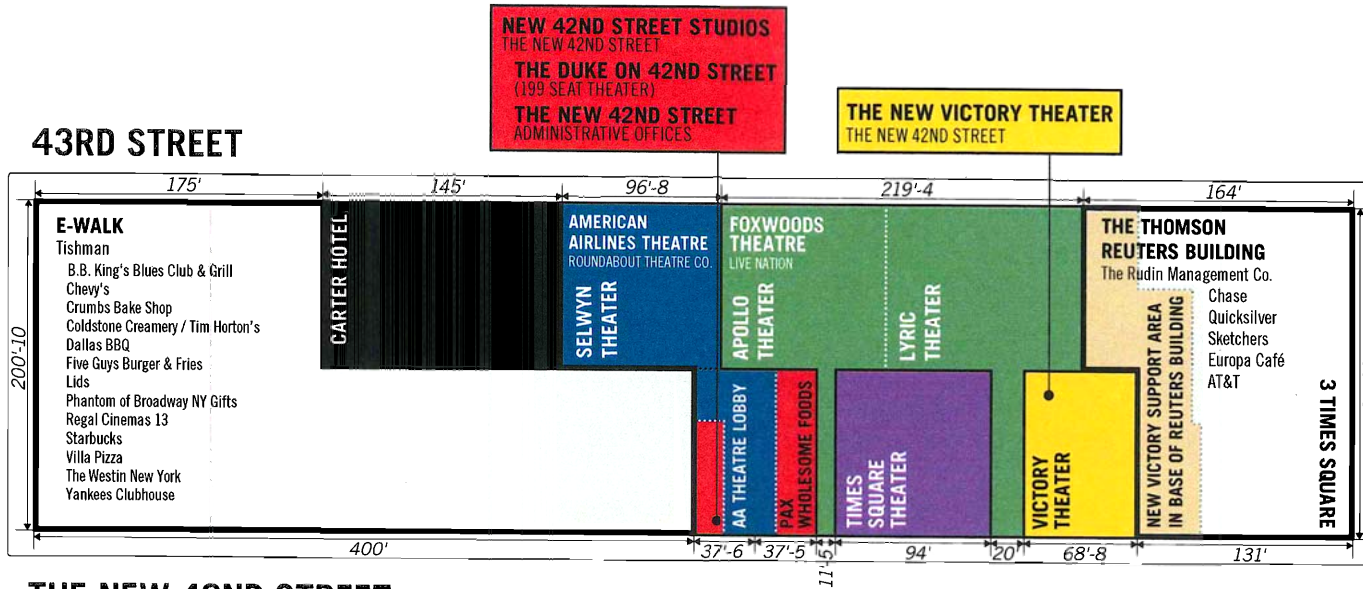
Today, 42nd Street is a vibrant mix of nonprofit and commercial uses. Throughout the year, at any time during the day or night, Times Square plays host to New Yorkers and visitors from around the world as New York's premier destination for popular art and entertainment.



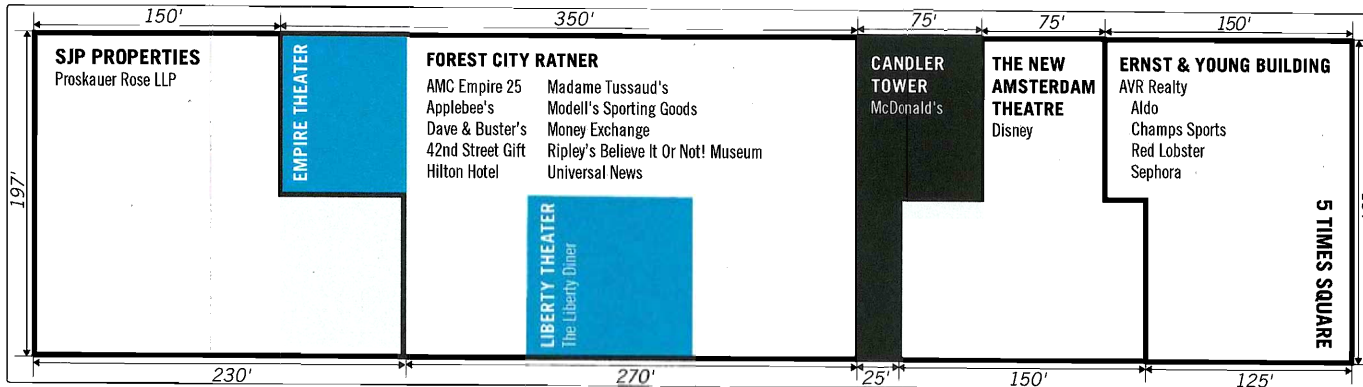
MAP OF W 42ND STREET BETWEEN 7TH & 8TH AVENUES

MAY 2014

43RD STREET



THE NEW 42ND STREET



41ST STREET

