

ROSSLYN

Discover a new horizon

Artisphere Opens

Arlington Celebrates a New Home for the Arts

1812 N. Moore Breaks Ground

Completion Scheduled for Fall 2013

New Metro Elevators on the Way

Groundbreaking Held on Site of JBG's Central Place

Party Like It's 10.10.10

ART IS HERE

BALLROOM TURNED CLUB: *The packed dance floor at the "Burst" opening party.*

Celebrations and Music Highlight Artisphere's Opening Weekend

In Arlington's new Art Space for Everyone, there WAS something for everyone on Opening Weekend October 8-11. Two gala parties on Friday and Saturday nights, free open houses all day Sunday, attendance by nearly 3,000 people in total – a spectacular kick-off for this new kind of space in the metropolitan Washington arts scene.

As the excitement built for the public opening, theatrical lighting illuminated Artisphere's iconic dome for the weekend, bringing a new brilliance to the Rosslyn skyline.

Opening Night Gala

On Friday night, ABC7/WJLA-TV news anchor Maureen Bunyan emceed the opening gala, which was attended by more than 300 guests donned in creative



attire for the \$250-a-ticket affair. The center was inaugurated in style by the gala's high-profile co-chairs, Arlington Chief Judge William T. Newman Jr. and his wife, noted philanthropist Sheila Johnson. Planning committee co-chairs Tim Helmig of Monday Properties and John Seal, Arlington Arts Commission Chair, both spoke as did Norma Kaplan, Arlington Cultural Affairs, and Cecilia Cassidy, Rosslyn Renaissance/Rosslyn BID. Congressman Jim Moran (D-VA) offered impassioned remarks about the importance of the arts in our society.

The Entertainment

But the evening was hardly all talk. With musical and theatrical performances throughout the building, gala attendees were entertained all evening by the

Were You There?



ARLINGTON ARTS COMMISSION VICE CHAIR GAIL RAIMAN AND HER HUSBAND BOB HYNES LEAD THE APPLAUSE IN THE BALLROOM DURING THE GALA.



Arlington County and Rosslyn BID Team Up for the Arts

resident companies now calling Artisphere home – The Washington Shakespeare Company, The National Chamber Ensemble, Lucy Bowen McCauley Dance and The Alexandria Symphony. The Terrace Gallery showed its Skateboard Side Effects exhibit, showcasing artists from across the nation who portray skateboarding through photography, drawing, painting, film and sculpture.

To demonstrate the ways in which Artisphere will mix resident companies with regional, national and international performers, the celebration also included performances by the Tanzanian, UK-based Tunde Jegede Trio, as well as a cabaret by actors from Arlington's own Tony

Award-winning Signature Theatre.

Second Night Gala Bursts onto the Scene

On Saturday night, The Pink Line Project and Brightest Young Things turned up the heat when close to 2,000 partiers packed the venue at \$20 a ticket. Inside the ballroom-turned-club, the dance floor pulsated under the flashing lights and pumping sounds of Soul Controlers and Deep Sugar with Ultra Naté.

In the Dome theater, a standing-room-only crowd enjoyed music and comedy excerpts from "Family Hemerlein," and UK performance artist Mamoru Iriguchi. Turning heads and creating the must-have

Facebook photo was a balloon art explosion by Katie Balloons. Guests captured the excitement though their camera phones, texted them into Artisphere and waited to see them projected on the Wi-Fi video wall.

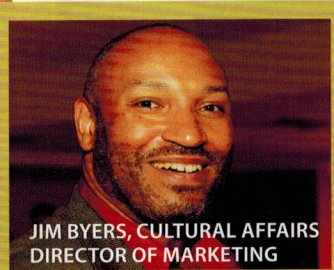
Getting the Word Out

A marketing campaign for Artisphere's opening was created pro bono by Arnold Worldwide. Arnold produced a clever launch campaign, "Save The Date", which drove viewers to the Artisphere opening on 10-10-10. Their clever campaign positioned Artisphere as the perfect place to re-create the real meaning of a date.

The 62-thousand square-foot venue is



HOOPER JAGUAR MARY PERFORMS IN THE BALLROOM, AS DANCERS CUT A RUG TO THE SOUNDS OF THE ALEXANDRIA SYMPHONY.



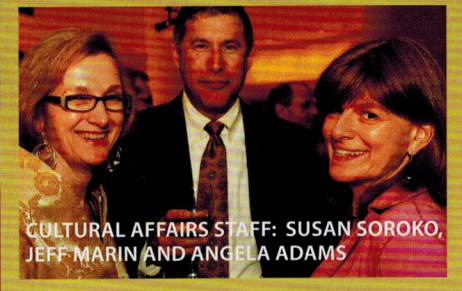
JIM BYERS, CULTURAL AFFAIRS DIRECTOR OF MARKETING



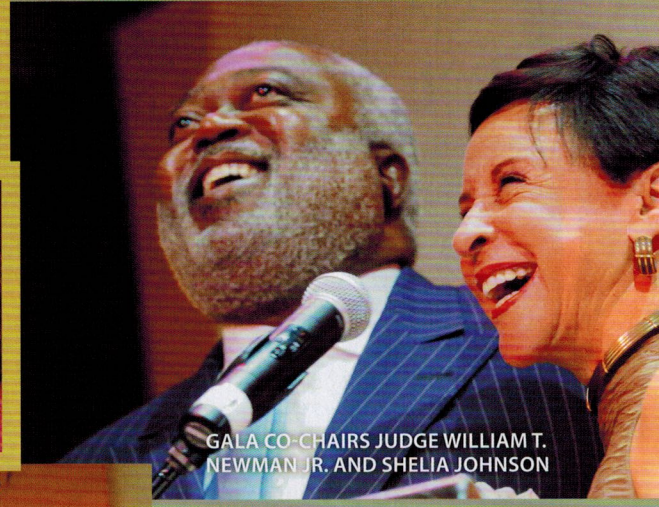
THE PINK LINE PROJECT'S PHILIPPA HUGHES AND GARY ROBINSON, HEAD CHEF AT THE BRITISH EMBASSY, EXPLORE THE WORKS IN PROGRESS GALLERY.



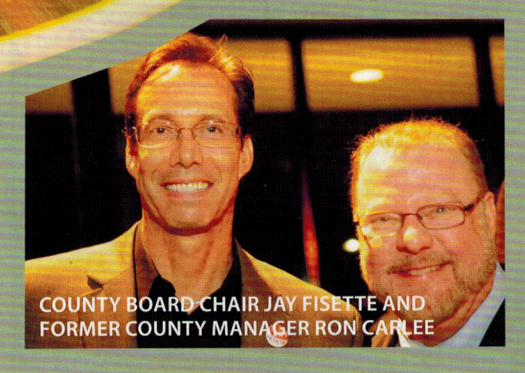
ARTS COMMISSIONER KATHERINE WOOD AND NORMA KAPLAN



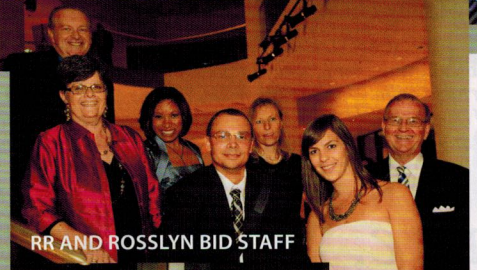
CULTURAL AFFAIRS STAFF: SUSAN SOROKO, JEFF MARIN AND ANGELA ADAMS



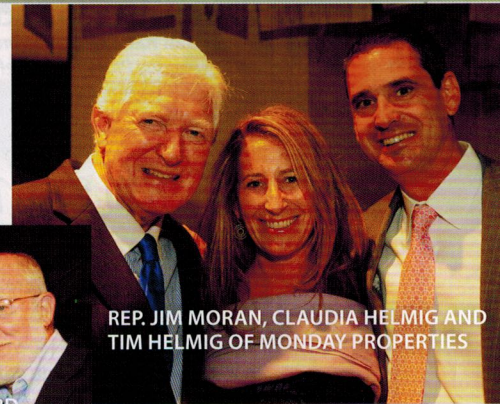
GALA CO-CHAIRS JUDGE WILLIAM T. NEWMAN JR. AND SHELIA JOHNSON



COUNTY BOARD CHAIR JAY FISETTE AND FORMER COUNTY MANAGER RON CARLEE



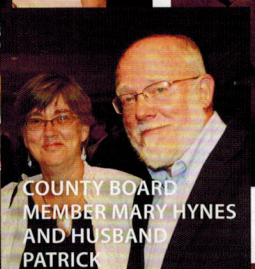
RR AND ROSSLYN BID STAFF



REP. JIM MORAN, CLAUDIA HELMIG AND TIM HELMIG OF MONDAY PROPERTIES



JOHN SEAL, DAVID BRIGGS AND JAY FISETTE

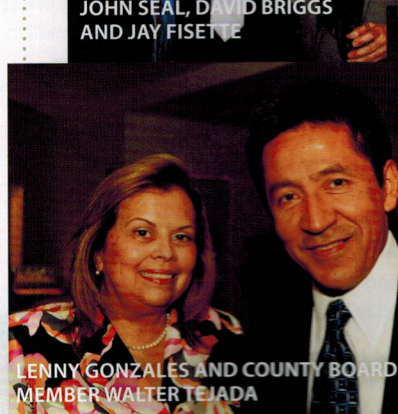


COUNTY BOARD MEMBER MARY HYNES AND HUSBAND PATRICK

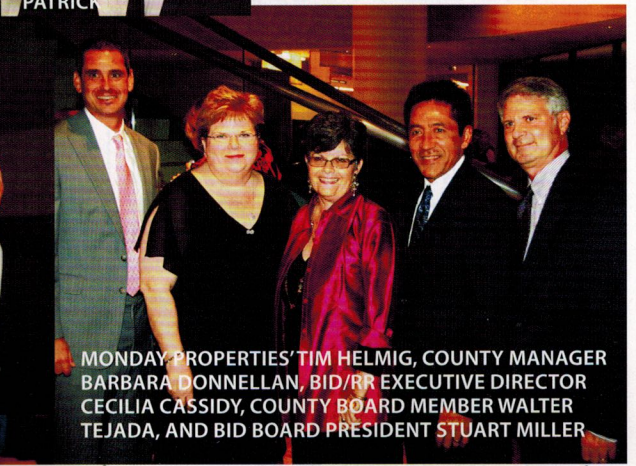
already receiving buzz as a great place to have a date, explore on one's own or hold an event.

Getting the Work Done

The gargantuan task of opening Artisphere on time and under budget was accomplished by project managers Norma Kaplan and Jeff Marin, of the Arlington County Department of Parks, Recreation and Cultural Resources, with the support of many staff members and outside contractors. Their amazing dedication and hard work helped bring the project to fruition.



LENNY GONZALES AND COUNTY BOARD MEMBER WALTER TEJADA



MONDAY PROPERTIES' TIM HELMIG, COUNTY MANAGER BARBARA DONNELLAN, BID/RR EXECUTIVE DIRECTOR CECILIA CASSIDY, COUNTY BOARD MEMBER WALTER TEJADA, AND BID BOARD PRESIDENT STUART MILLER

www.artisphere.com



A CUT ABOVE: Artisphere officially opens to the public. (l. to r.) **Dinesh Tiwari**, Director, Department of Parks, Recreation & Cultural Resources; County Board Members **Barbara Favola**, **Mary Hynes** and **Chris Zimmerman**; **John Seal**, Arlington Arts Commission Chair and Rosslyn BID/RR Finance Director, **Walter Tejada**, County Board Member; **Gail Raiman**, Arlington Arts Commission Vice Chair; **Jay Fiset**, County Board Chairman; **Cecilia Cassidy**, Rosslyn BID/RR Executive Director; **Tim Helmig**, Monday Properties Chief Development Officer; **Barbara Donnellan**, County Manager; **Tom Korn**, RR Urban Design Committee Co-Chair; **Denise Marshall Roller**, Arlington County Cultural Affairs; and **David Briggs**, (partially hidden); RR Immediate Past President.

Why Artisphere, Why Now?



When the County Board gave the go-ahead to create a cultural center in the former Newseum space, Arlington County Cultural Affairs Division Chief Norma Kaplan, charged with the task of 'making it happen,' posed a fundamental question to her team. "How do you run a professional arts center but still allow people to be a part of the creative process? So you're not saying, 'You're the passive audience and these are the artists?'"

Artisphere is already answering these questions. Not only does the unusual design include three theatres, three galleries, classroom space, a ballroom, atrium, bar and an outdoor terrace, but its very concept goes beyond what any cultural center in the country has previously attempted. It's technology-friendly, accessible, diverse, open from morning 'til almost midnight with options for young adults, corporate clients and traditional theatergoers.

"Our tagline is 'An arts space for everyone,'" says Kaplan. "If you look at the expanse of our programming, there's something in there for just about everyone."

"There are a lot of major cultural centers in the area," Kaplan says, citing spaces like the Kennedy Center, Strathmore and Clarice Smith, which she considers to be regional partners, as opposed to competition. "We don't need another one coming into that mix. But we do need something where people feel like 'This is my space.'"

Where else can you access free WiFi, take a salsa class, grab a cold brew, drop in on a poetry open mic, then browse through an art gallery before returning to the dance session in full swing with a live seven-piece band—on a Tuesday?

"Young people today, they're educated, they're smart, they're creative. I think that's part of why all the social networking is going on – it's an event for your own creativity and thoughts. We want to open that door and say

yes, you can come here and express some of that creativity here."

The location of this new hub of cultural cool also answers that first question. "Rosslyn you see as corporate. So it's kind of funny that Rosslyn is going to be looked at as having one of the hipper spaces in the whole region," Kaplan says with a wry smile. "People don't think of Rosslyn as having much of a club scene. But last week we did an 11pm concert and we had about 200 people here, which is great! I think it will change the image of Rosslyn."

For profile of Kaplan see BackStory on page 28

