



# Theatre for a New Audience

## Brooklyn, New York

*"The idea of a 299-seat theater with a totally flexible configuration, with this kind of height and dimensions and acoustics, hits a sweet spot for a lot of directors and artists...You had a period when artists wanted big theaters, then very small, intimate theaters. What Theater for a New Audience will provide is very attractive."*

**Commissioner Kate D. Levin**  
Department of Cultural Affairs,  
New York City



### Firm Role

Project Management

### Project Profile

New construction of a 299-seat performing arts theater with support spaces.

### Project Team

Architect: H3 Architects

Theatre Consultants:

Theater Projects

MEP Engineer: Flack & Kurtz

Lighting Design: Fisher Marantz

### Total Project Size / Budget

30,000 square feet / \$48 million

### Completion

On-going

Theatre for a New Audience (TFANA) is a not-for-profit producer of Shakespeare and classical drama in New York City. In the twenty-five years since TFANA was founded, the company has never had a permanent home, relying on the availability of a variety of off-Broadway venues. As these theatres became increasingly scarce, TFANA committed to construct a new theatre that would be their permanent home. The new theater will include: a 299-seat auditorium with flexible seating arrangements to suit the round, thrust, and proscenium stages; rehearsal space that can serve as a stand-alone black box theatre; and support spaces including offices and a cafe.

In addition to providing all of the program spaces and the flexibility that TFANA needs to produce classical works, the theatre will also provide a new home for TFANA's educational programs, which include the largest curriculum in New York City for teaching school children about Shakespeare.

Jonathan Rose Companies was engaged by TFANA to locate and assess sites for a permanent home. A site was selected in Brooklyn as part of the Brooklyn Academy of Music Local Development Corporation (BAM LDC). Jonathan Rose Companies has managed the team selection for the project and continues to bring the acquisition and City funding negotiations to closure. The firm is currently managing the design process in partnership with EDC with a scheduled start of construction in 2011.

The building is designed to LEED Silver standards and incorporates many innovative mechanical and material elements to meet this goal within the program and project budget.