

BACK 2 THE STAGE

TIMES SQUARE

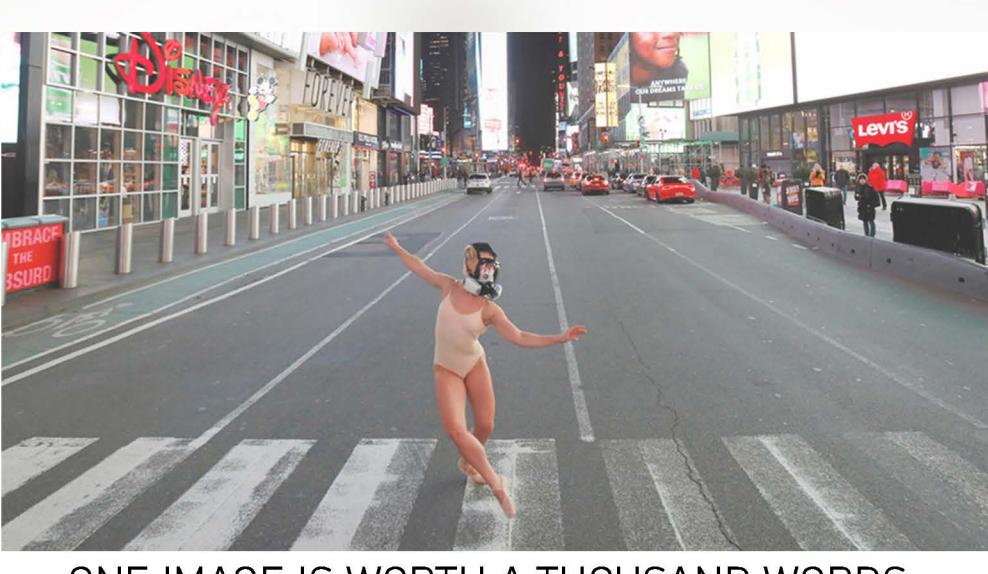
Humans have experienced performing arts in the same way for thousands of years. In the core of this experience, lies the social aspect and the feeling of "together". That feeling gives us a chance to break out of our comfort zone, spark creative ideas and helps with our wellness and state of mind.

To survive in times of pandemic we need to stay in our bubble, with our people. However, enjoying culture depends not only on those around us, but fundamentally on strangers. As human beings, we have the need to reach at least the basic experience of culture: viewing.

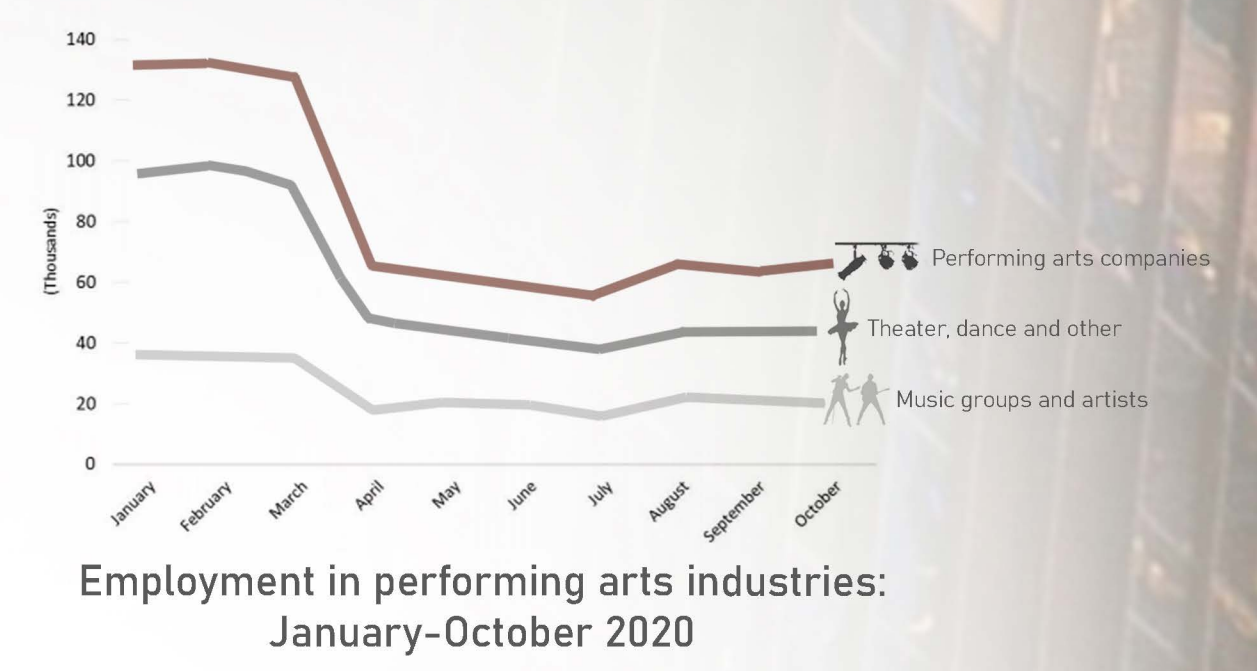
ARTS, CULTURE AND COVID-19: THE CHALLENGE

Covid 19 had a significant impact worldwide, affecting people and institutions, being culture one of the most affected aspects. Performances, new production and revenues have been reduced by half at the beginning of the pandemic, comparing to 2019. The lack of audience, the economic uncertainty and the sanitary restrictions, caused performers to have no stage to perform at.

During the last pandemic, the world of performance arts was left aside along with its spectators, musicians, actors, dancers, directors, and stage workers. We believe arts and culture is at the base of human experience and social interaction, and therefore its existence should be celebrated, especially in hard times like these.



ONE IMAGE IS WORTH A THOUSAND WORDS



OUR SOLUTION

We propose a new way to experience performance arts during pandemics and after them, while maintaining the social component and the importance of the stage, its workers, and performers.

Our project creates a new way to live performance arts, one in which people can experience different aspects of culture while socially interacting with each other. During pandemics, the building still functions: it allows people to circulate on naturally ventilated spaces, offering its users "bubbles" inside the venues in order to keep distance while still experiencing social interaction. This project centers the aspect of culture and performing arts as its goal and meaning, after it has been completely neglected during the current pandemic.

LOCATION

The project is located in 2 Times Square, New York City - the epicenter of culture and performing arts, which stood still during the pandemic despite being the most celebrated and unstoppable place. The building is between the 7th Ave, 46th St, 48th St, and Broadway, being this last one known for the amount of theaters it has, and which remained closed during the pandemic. Its location facing the square, allows all of its users to be constantly spectators and transforms the building into the idea of a stage, while the screens are left aside and the new starring role is given to the people.

DESIGN

The project's design incorporates the idea of bringing the backstage to the front, alerting the world about the current situation the performers and stage workers are living, and reminding people the importance of culture in our daily lives and the healing joy it brings with it.

The building includes 7 multifunctional venues and 2 traditional ones. Suited for multiple purposes such as music concerts, movie screenings, sports events, theater plays and more, the innovative venue permits the multifunctionality of the performing arts, being flexible on its stage location and the one for the spectators. The venues are designed in order to see and to be seen.

Outside the venues, the open air spaces include exhibition areas, open bars and cafes, seating areas and observation spots. The design of the venues and the open building in general, prioritize the constant visual communication among the spectators, and the artists.

