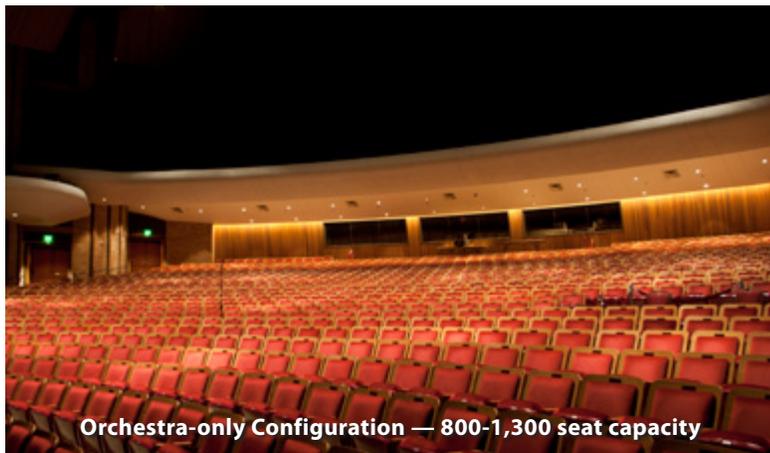


## NEW FLEXIBLE CURTAIN SYSTEM AT MORRISON CENTER TO PROVIDE MORE INTIMATE SEATING CONFIGURATION

**April 2012 – Boise, Idaho:** The Morrison Center announces a new seating configuration that will provide university users, local arts groups and national promoters with the option of a reduced seating capacity. By masking off the theatre's balcony with a dedicated pipe and drape curtain system, in conjunction with modified lighting settings, the 2,037-seat venue is transformed into an intimate proscenium stage that can effectively seat between 800 and 1,300 patrons utilizing only the venue's orchestra level.



“The Velma V. Morrison Center is Idaho’s premier performing arts center and it is important that the venue be as flexible and inclusive as possible,” said Executive Director, James Patrick. “The new curtain system is directly in line with our mission of providing access and opportunity to both the local and national presenting community, ensuring that the Center remains the focal point for world-class arts, culture and entertainment in the Treasure Valley and beyond. This new curtain system not only provides a vital aesthetic value, but also enhances acoustics, while allowing the Center to offer a more affordable entry level rental fee for users requiring fewer seats. This new configuration will be a wonderful alternative for certain mission-driven programs such as dance, jazz, classical and family offerings, as well as allow the Center and others to present a wider array of concerts and national entertainers.” The Center has been experimenting with the reduced configuration for months to find the proper solution.

Ballet Idaho will use the new curtain system for their 2012-2013 repertory performances. The performances are being moved from Boise State University’s 400+ seat Special Events Center to the Morrison Center thanks in part to funding provided by the Morrison Center Endowment Foundation, Inc. “We are very pleased that the Morrison Center is making the new flexible curtain system available to their user groups,” said Paul Kaine, Executive Director of Ballet Idaho. “The new curtain system will provide us with the capability to create a more intimate atmosphere and experience for our audiences, especially for our mixed repertory programs.”

### **Velma V. Morrison Center for the Performing Arts**

Located on the campus of Boise State University, the 2,037-seat Velma V. Morrison Center for the Performing Arts is Idaho's premier performing arts center. Nestled on the banks of the Boise River, with a panoramic view of the city, parks and foothills, the Center’s 10-story stage house is a recognizable fixture of the Capitol’s picturesque skyline. The realization of a life-long dream of Harry W. Morrison, and championed by his widow, Velma, the Center opened its doors on April 7, 1984. Today the Center is recognized as a major destination for arts and culture, annually hosting hundreds of live entertainment and arts education offerings that serve to enrich the lives of patrons of all ages. As a Boise State University affiliate, the Center is a non-profit organization supported by ticket sales, facility rentals, donations and the generous support of the Morrison Center Endowment Foundation, Inc. For more information on our programs, or to find out how you can play an active role in our ongoing success as a donor or volunteer, please visit: [MorrisonCenter.com](http://MorrisonCenter.com)

# Morrison Center Flexible Curtain System FAQ

## What is the new flexible curtain system?

- A dedicated, portable pipe and drape system is available to users of the Morrison Center to mask off the theatre's balcony for performances utilizing the orchestra level only and targeting between 800 and 1,300 patrons. The Morrison Center's full seating capacity is 2,037.
- The flexible curtain system is implemented in conjunction with modified lighting settings and the Center's existing, adjustable acoustical draperies to create an alternate theatre configuration that offers a more intimate aesthetic for patrons and performers.

## Why has the Center purchased such a curtain system?

- The system was purchased to increase the booking flexibility of the Morrison Center for all users. The Morrison Center is Idaho's premier performing arts center and an integral part of its mission is to provide access and opportunity.

## Is the licensing fee different for booking just the orchestra level of the Morrison Center?

- Yes. A new, competitive licensing fee for both commercial and non-profit users has been established. Please contact the Center directly for more information.
- Orchestra-only licensing fees include the flexible curtain system equipment. Total labor costs to set up and take down the flexible curtain system are nominal (two stagehands for four hours or \$60-\$80) and billed as part of the performance load-in/load-out crew costs.
- Running costs (i.e., cleaning, front-of-house staffing, etc.) for performances utilizing the orchestra-only configuration also may be lower, depending on the performance.
- Using the flexible curtain system is recommended, but not required, for orchestra-only booking.

## What is the new curtain system constructed of?

- The pipe is anodized aluminum with a black matt finish. The curtains are 21 oz. black velour and stand 10-12 feet in height depending on desired set up.

## Are the curtains in the new flexible system designed to be "acoustical" draperies?

- No. The 21 oz. black velour curtains utilized in the new pipe and drape system are not intended to be acoustical curtains. The Center does have adjustable, acoustical draperies that are deployed as needed based on the performance criteria. These acoustical draperies are independent of the new flexible curtain system.

## Will utilization of the flexible curtain system have any negative impact on the Center's acoustics?

- No. The 21 oz. black velour curtains utilized in the flexible curtain system will not adversely impact the Center's natural acoustics in any material way.
- In fact, for performances utilizing amplified sound reinforcement, implementation of the flexible curtain system, in conjunction with the Center's existing, adjustable acoustical draperies, will only enhance the theatre's overall acoustics.
- The portability of the new flexible curtain system ensures that there is no acoustical impact on the full 2,037-seat configuration.

## Does use of the orchestra-only configuration minimize the theatre's technical functionality?

- No. Other than reducing seating capacity, the licensee has full use of the orchestra pit, as well as the technical spaces and theatre equipment, including the Center's four follow spots.

