

An aerial night photograph of Lincoln Center in New York City. The image shows the iconic architecture of the center, including the large circular plaza with a central light fixture and the surrounding buildings. The city skyline and the Hudson River are visible in the background. The text is overlaid on the left side of the image.

LINCOLN CENTER'S 43RD ANNUAL
REAL ESTATE & CONSTRUCTION COUNCIL GALA
THURSDAY, MAY 12, 2016

LINCOLN CENTER CORPORATE FUND

Digitally Transforming Our Campus

Lincoln Center's campus has dramatically transformed several times since its groundbreaking in 1959. And in 2016, as we prepare for our next bold renovation—the reimagining of David Geffen Hall—we're also focusing on other ways to elevate and expand how 5 million annual visitors enjoy their experiences with the resident organizations at Lincoln Center: The Chamber Music Society of Lincoln Center, Film Society of Lincoln Center, Jazz at Lincoln Center, The Juilliard School, Lincoln Center Theater, The Metropolitan Opera, New York City Ballet, New York Philharmonic, The School of American Ballet, and Lincoln Center for the Performing Arts.

One of our main goals is to emphasize our digital presence. As an institution that is constantly evolving for contemporary audiences, we know that our future relies on engaging arts lovers, and the next generation of arts patrons, not just on our campus, but also in their living rooms around the world, and in the palms of their hands.

This month, those efforts were revealed with a sensational Digital Launch. A new suite of digital platforms are now making Lincoln Center more accessible than ever, and amplifying the profile of every constituent.

An expanded digital presence will help unify our campus and give guests access to the best of Lincoln Center. They will now be better equipped to:

EXPLORE OUR CAMPUS

There's a reason that the Lincoln Center campus is an iconic landmark—and it's not just because of what's taking place onstage. Our 16-acre campus offers plenty to experience, from restaurants and cafes to beautiful parks for families to gather. With our new Lincoln Center Tour App, visitors will immediately feel right at home on our campus and be able to enjoy it from the moment they arrive—even without a ticket in hand. The app allows visitors to take an interactive journey through the campus and its venues in two forms:

The Grand Tour entails 16 stops that each shine a light on different facets of Lincoln Center's rich history. Each is narrated by stars from our stages, providing the feel of a private tour from an expert guide. Participants include New York City Ballet



Principal Ballerina Maria Kowroski, New York Philharmonic Music Director Alan Gilbert, Artistic and Managing Director of Jazz at Lincoln Center Wynton Marsalis, and many more. There are also archival treasures, like audio excerpts and video clips, from the New York Public Library for the Performing Arts.

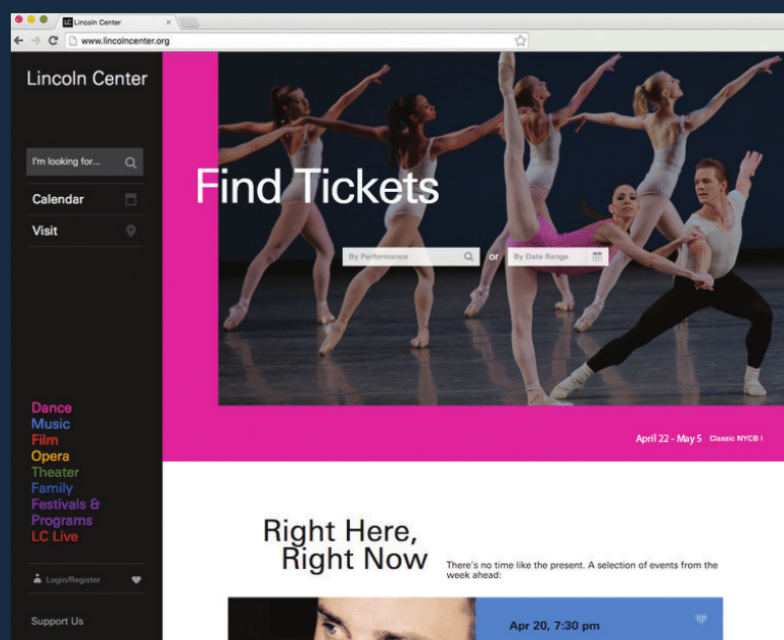
Touch + Go invites users to create their own journey and experience individual sections of campus through customized tours. They can visit spots on our campus that have been featured in film, and be sure to arrive just in time for the Revson Fountain's waterworks show. Catering to our audiences from all over the world, this app will soon be available in Chinese, French, German, Japanese, Portuguese, and Spanish.

EXPLORE PERFORMANCES AND ARTISTS

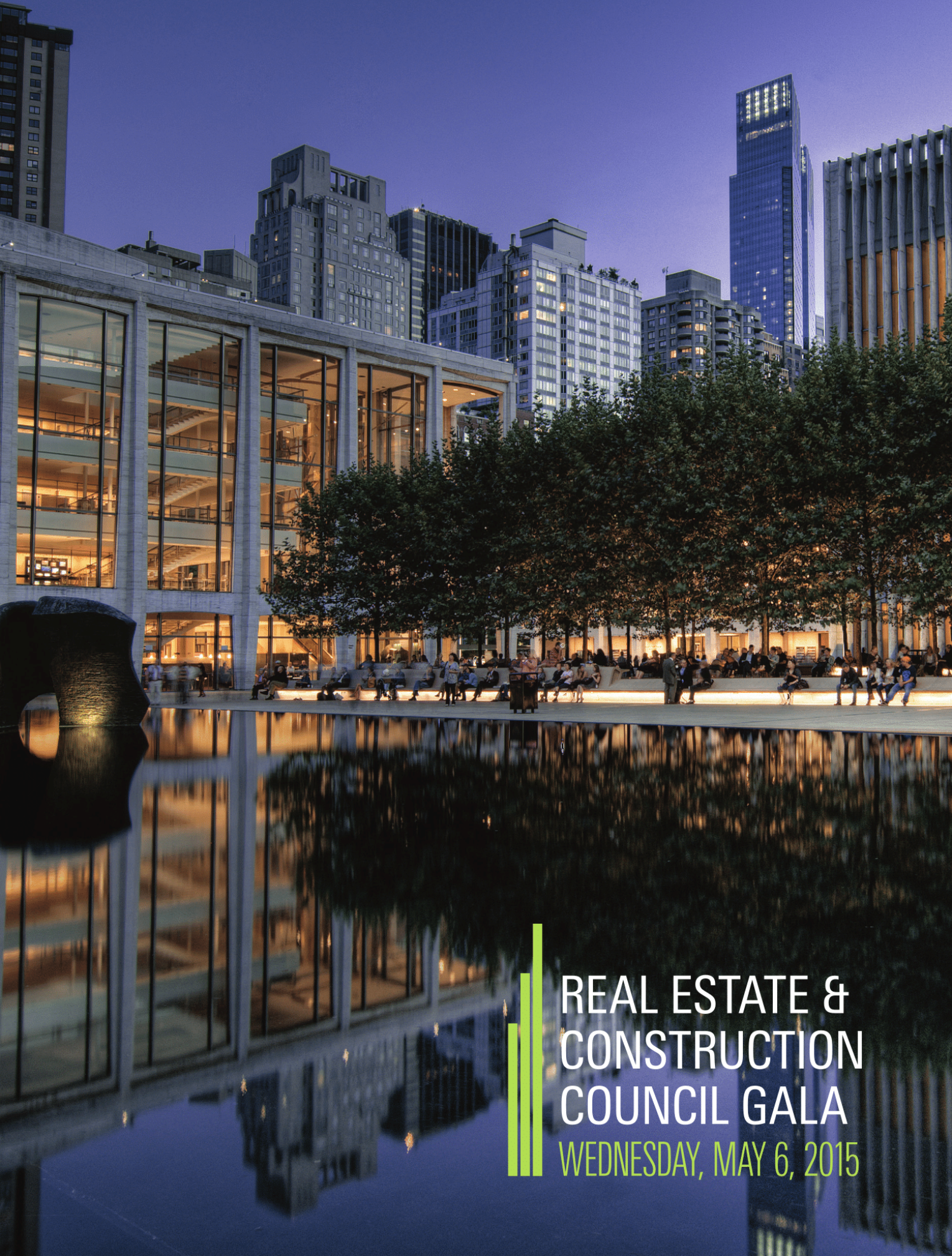
Lincoln Center's website, LincolnCenter.org, has been completely redeveloped for a better user experience. The site now allows visitors to browse a comprehensive guide of events from across campus, which includes an interactive calendar of performances, with filters to search by date, price range, genre, venue, and organization. The website also boasts a streamlined ticketing process for each of Lincoln Center's resident organizations. And on the core Lincoln Center app, they can then choose to participate in an event or attend a show on the spot and instantly buy tickets through their smartphones.

The website will also feature content portals that dive deeper into the background of the productions and artists. We've already launched a video portal with content aggregated from all constituents. It includes interviews with top stars, clips from backstage, and footage from recent Livestreams. Later this year, we're unveiling an editorial portal with articles, photos, and more.

These innovative new tools centralize access to the world-class organizations that call Lincoln Center home, while also promoting new content that can only come from one of the world's most active and well-connected cultural hubs. Together, they make Lincoln Center's inspiring heritage and iconic campus available to arts lovers everywhere.



Lincoln Center Corporate Fund



**REAL ESTATE &
CONSTRUCTION
COUNCIL GALA**
WEDNESDAY, MAY 6, 2015

Since breaking ground in 1959, Lincoln Center has aimed to create a central paradigm of cultural excellence in New York City. That impassioned goal has persisted through the decades, leading up to the Bravo Campaign, an ambitious \$1 billion renovation. With the beautiful, bustling campus operating in its most modern, thoughtful, and efficient capacity to date, Lincoln Center has begun to prioritize programs that expand cultural real estate beyond the 16-acre campus, continuing the goal of providing truly great **Art For All**.

Here's a look at the outreach programs that will be in all five boroughs by 2015-16:

LINCOLN CENTER LOCAL LIVE AND SCREENINGS



In the summer of 2012, Lincoln Center Education began working with public libraries to bring the magic of the performing arts to populations underrepresented in Lincoln Center's halls. Lincoln Center Local Live is a series of live music, theater, and dance performances currently running in nine Queens Library branches. In 2014, the Screenings series brought recorded content to libraries in Queens and Brooklyn, accompanied by pre- and post-show conversations with related artists. To date, more than 10,000 people have enjoyed arts programming free of charge from the comfort of their community libraries.

Lincoln Center Education will expand these initiatives this summer, partnering with libraries across the city, presenting 80 screenings at 20 library branches and reaching 3,000 additional patrons.

SILENT DISCO

Silent Disco premiered off campus in 2014 on a warm autumn evening at the new Hunter's Point South Park. 1,200 guests of all ages absorbed tunes through their wireless headsets while boogying soundlessly—to the amusement of hundreds of passersby who stopped to enjoy the spectacle. And it was absolutely free.

We plan to bring Silent Disco—or Silent Salsa, Silent Afro-Beat, Silent Swing, and more—to all five boroughs for one spectacular night every August and September, starting in 2015. Considering the diversity of the people of New York, the possibilities are endless.



BORO-LINC

Kicked off this past March, Boro-Linc brings Lincoln Center to the boroughs, presenting live performances, workshops, and exhibitions for families—all for free. The program currently runs each Saturday at the Casita Maria Center for Arts and Education in the Bronx. Featured events include Jazz for Young People (through Jazz at Lincoln Center), CineKids (presented by the Film Society of Lincoln Center) and Philharmonic Playdates (with the New York Philharmonic). Thanks to its enormous success, Boro-Linc will be expanding to all boroughs by 2016.

And this is just the beginning. Whether taking an event into the five boroughs, broadcasting special programs into homes nationwide, or consulting with international performing arts venues overseas, Lincoln Center will always be striving to bring the world's best performing arts to the widest possible audience.

Lincoln Center

2014/15





Delusion of the Fury, an epic work by American iconoclast Harry Partch, was presented by Lincoln Center Festival in a new production directed by Heiner Goebbels.

Presenting...

This year, all of Lincoln Center's exceptional programming—whether dance, music, theater, or a riveting combination—was accompanied by an increased emphasis on community engagement. Inviting and involving people of all ages, throughout all five boroughs, from all economic backgrounds, has been our foremost agenda. From diversity of content to free concerts, with interactive discussions and family events, we have never made stronger strides in one single year to provide Great Art for All.

Great Performers

Great Performers—a series that highlights exceptional orchestras, ensembles, and soloists from around the world—presented more than 30 performances from November 2, 2014 to May 10, 2015. The 49th season included groups like the Gewandhaus Orchestra of Leipzig, with conductor Riccardo Chailly, and the Budapest Festival Orchestra, with its music director Iván Fischer, not to mention special guests like Joshua Bell and Emanuel Ax.

White Light Festival

For the fifth year, the **White Light Festival** provided audiences with transcendent and introspective experiences through music. One highlight of the 2014 White Light Festival was the Berliner Philharmoniker's performance of Bach's *St. Matthew Passion*, ritualized by Peter Sellars. Other standout performances included MacArthur Award-winning puppetry artist Basil Twist's *The Rite of Spring*, Pulitzer Prize-winning composer Caroline Shaw's collaboration with Roomful of Teeth, and director William Kentridge's take on Schubert's *Winterreise*.

American Songbook

American Songbook delivered on its promise of unforgettable evenings in intimate settings with solo shows from diverse artists ranging from the jazzy Grace McLean to *Smash*'s Megan Hilty—not to mention Broadway legends Billy Porter and Norm Lewis. The lineup included husband and wife duo Shovels & Rope, the Villalobos Brothers, and tributes to Nina Simone and Billie Holiday by Meshell Ndegeocello and Joey Arias, respectively.

