



# COLLINS PARK CULTURAL CENTER

Miami  
NEW  
DRAMA



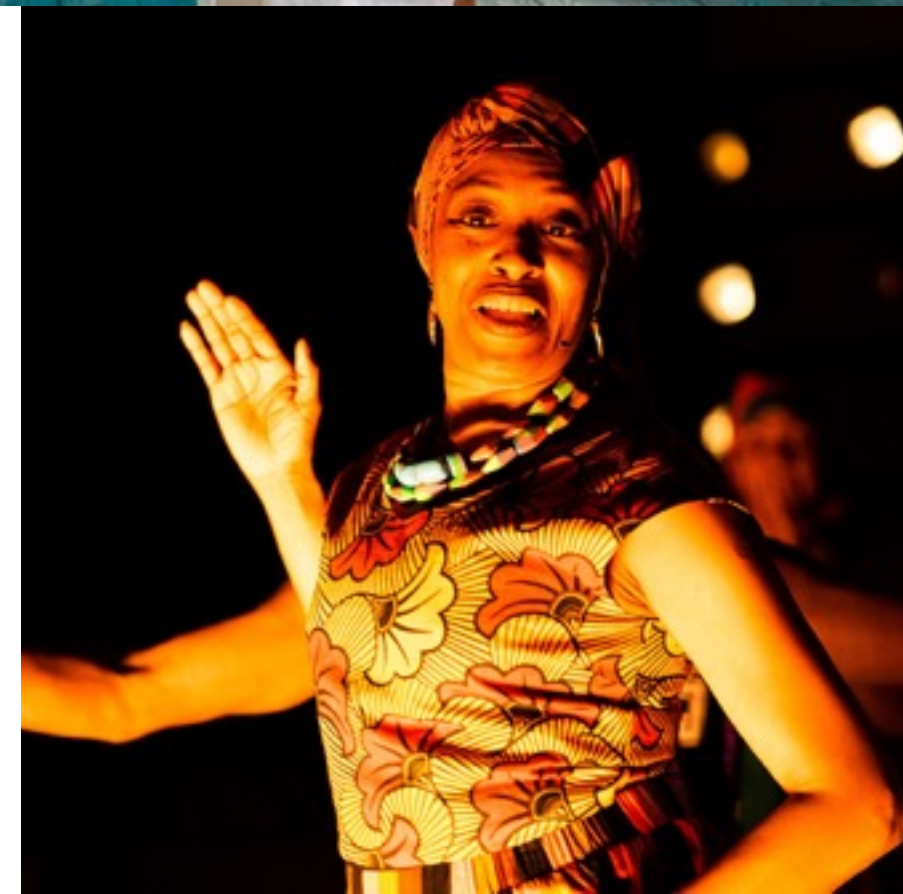


In four short years **Miami New Drama** has transformed the Colony Theatre from an underused rental space, that was dark 80% of the year, into a world-class dynamic theater, serving over **40,000 people** annually in over **175 active nights**, generating over **\$10 million** in economic impact to Lincoln Road since its residency began. Producing theater of the highest artistic caliber, reflecting our unique **cultural diversity**, we help to solidify Miami Beach as a **cultural capital** of the world.

Nationally recognized for our daring work, we have become one of the fastest-growing cultural institutions in the state of Florida.



**“Miami New Drama is the theatre that most exemplifies the city right now”** -*American Theatre Magazine*





**Miami New Drama** programming attracts audiences that are multilingual, multicultural, multigenerational. With an annual economic impact of **\$3.5 million** on the area and generating over \$154,755 in local government revenue, our presence is significant. (Source: Americans for the Arts).

#### Audience surveys reveal:

- **86%** have **dinner** or drinks around Lincoln Rd
- **77%** drive to the theater and pay for **parking**
- **55%** have a household incomes over \$100,000
- **87%** are **full time residents**, 8% seasonal, 5% tourists



**“Miami New Drama [...] has crafted works that speak to and reflect South Florida’s richly diverse 21st century audiences.”** -*Miami Herald*



**Miami New Drama** believes in the power of theater to educate, excite, and enlighten our youth. In the last two years alone, MiND has introduced nearly **20,000** Miami-Dade County public school students to vibrant and relevant storytelling through free live performances at the Colony Theatre and in-school tours.

**Our work bridges cultural divides** and promotes conversation about important emotional, social, and political topics.

Robust programming at the **Colony Theater** is currently a **limiting factor** to the growth of MiND's educational programming. Additional space would serve as the **educational hub** for Miami New Drama allowing for consistent workshops for adults and youth, camps, and Theatre for Young Audiences programming to occur.





## DAYTIME ACTIVATION:

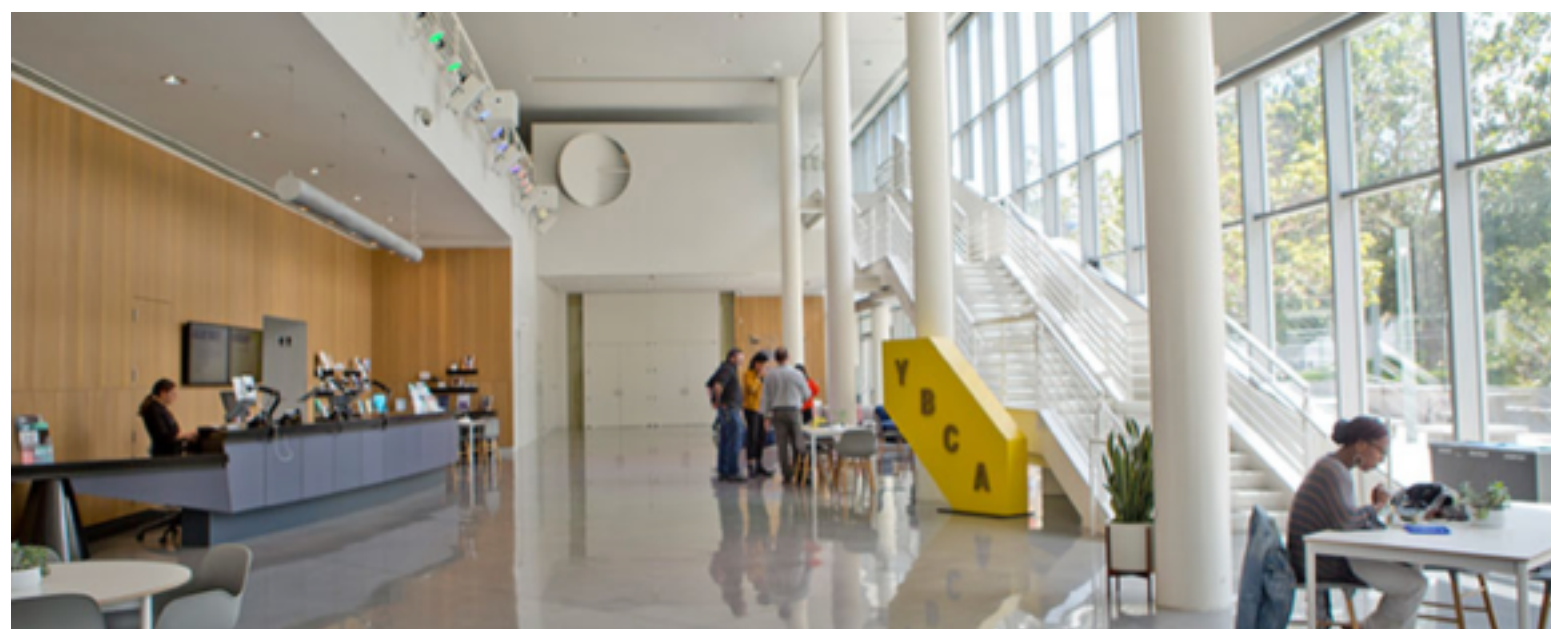
- Collins Park Cafe - indoor and outdoor seating
- The Living Room - Gallery, Bookstore, Coffee, and Cultural Lounge
- Weekend Theater for Young Audiences
- Educational Programming and Workshops
- Street-facing rehearsal studio

## NIGHT-TIME ACTIVATION:

- 200 seat robustly programmed theater
- Collins Park Cafe serving dinner
- Live music events in the cafe and Liberty Plaza
- Evening rehearsals
- Gallery events

There are currently over **66 retail vacancies** on Lincoln Road and over **30,000sf** of **vacant space** in the immediate vicinity of Collins Park. (LR BID, CoStar)

By blending **commerce and culture**, Miami New Drama will prove to be a transformative **economic catalyst** to the Collins Park neighborhood. The already developing **cultural campus**, home to Miami City Ballet, The Bass, and the Regional Library would be enhanced by **day and night activation** that will bring people and cars to the Collins Park Garage and solidify the area as a **cultural hub** for the community.

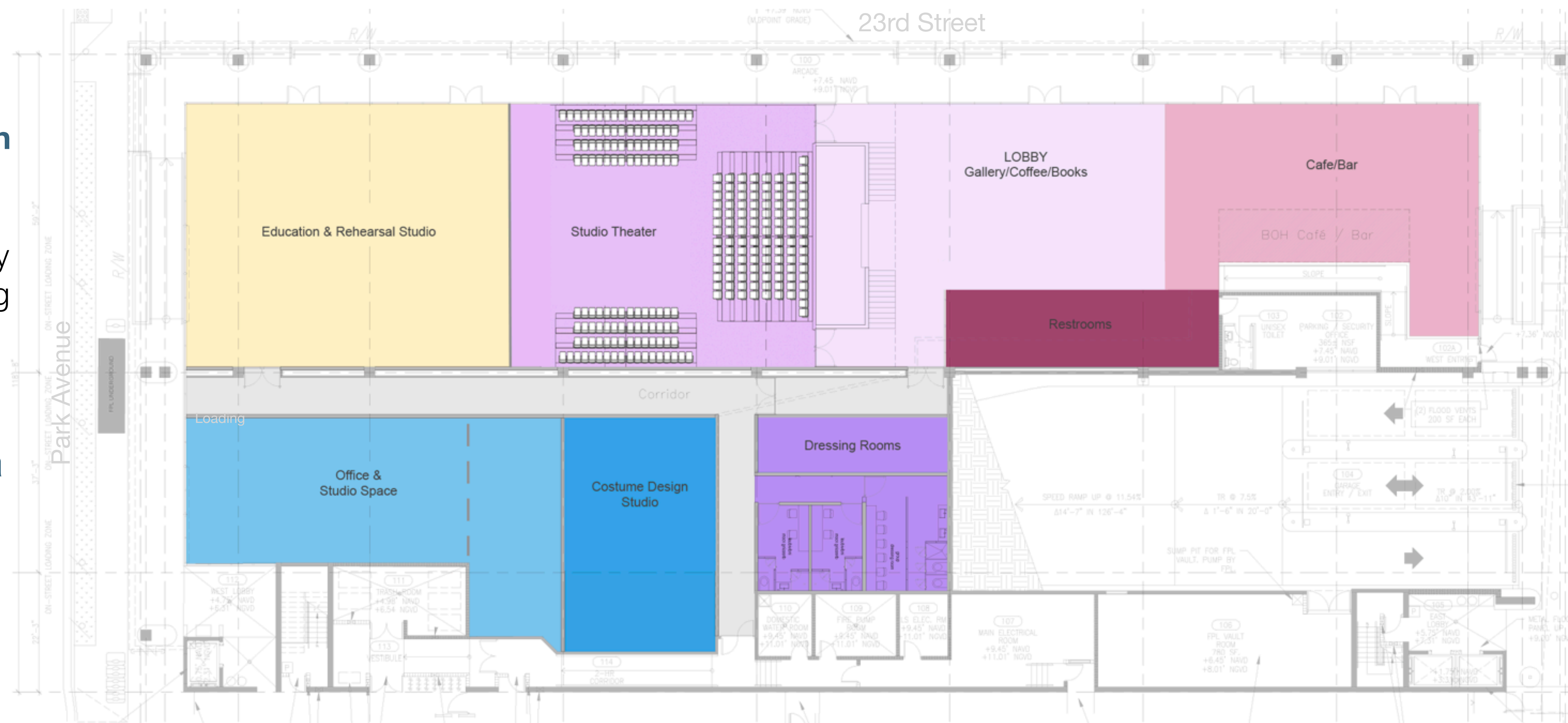




**Miami New Drama** is a tested and proven organization that can infuse this project with **dynamic artistic programming** while supporting our current programming with much needed educational, rehearsal and administrative space.

With an innovative space usage plan and design developed by renowned architect **Enrique Norten** and **TEN Arquitectos**, **Miami New Drama** will provide ample community programming contributing to the public realm both **day and night**.

**“Miami New Drama has become the pulse of the Miami Theatre Scene”**  
-Broadway World





With 33 years since its foundation by Enrique Norten (Mexico City, 1954) and more than 60 projects built, **TEN Arquitectos** has an extensive portfolio of cultural, residential, hotel and infrastructure projects. With offices in Mexico City, New York and Miami, projects include the Guggenheim Museum in Guadalajara, the New York Public Library, the National Theater School in Mexico City and the Rutgers Business School in New Jersey.

**TEN Arquitectos** projects reconcile aesthetics with the common good: sustainable projects that are socially, environmentally, politically and economically responsible.

This approach has brought national and **international recognition** such as the Mies van der Rohe Prize for Latin American Architecture, recognitions by the American Institute of Architects, national and from various US states, Architectural Record, Architect Magazine, Architizer, Biennials in Mexico, Argentina and Ecuador; the Royal Institute of British Architects, among others.



FORUM - Wynwood, Miami



El Paso Children's Museum - Texas, USA



New York Public Library - New York, USA



Sebastian + Barquet Gallery - New York, USA



PARK @ 420 - Miami Beach, USA



Mexican Museum - San Francisco, USA



East River Plaza - New York, USA



Museum of Modern Art of Medellín - Colombia



Rutgers Business School - Piscataway, NJ

**TEN** ARQUITECTOS



Insurgentes Theater - Mexico City



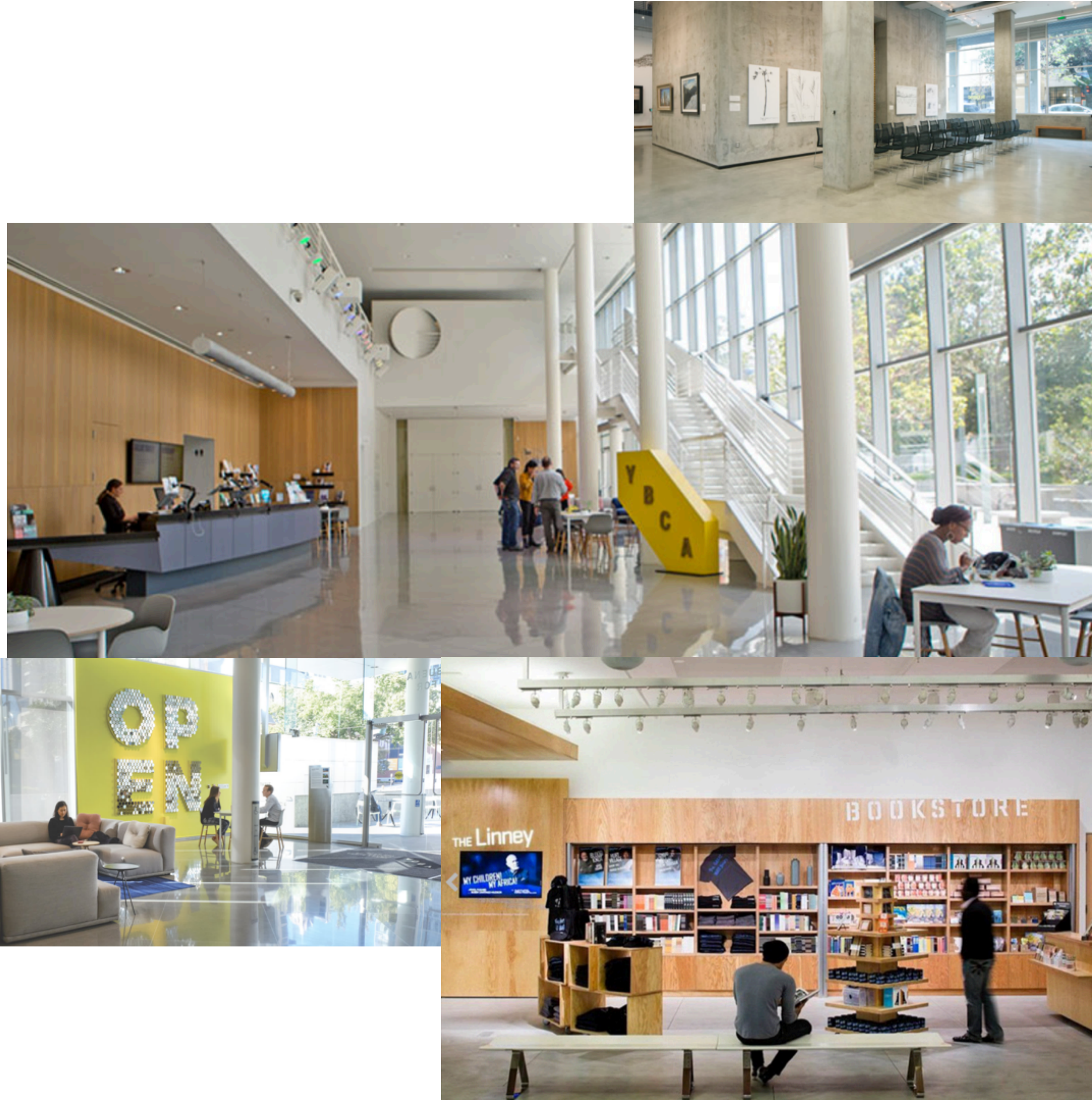
Santander Tower - Mexico City



# The Living Room

Lobby - Gallery - Coffee - Books

- Cultural Lounge open all day
- Rotating art installations from partner nonprofits, COMB, and partner galleries
- Comfortable and Inviting Seating
- Complimentary Wi-Fi
- Coffee bar
- Bookstore and reading area



\*photos are representative

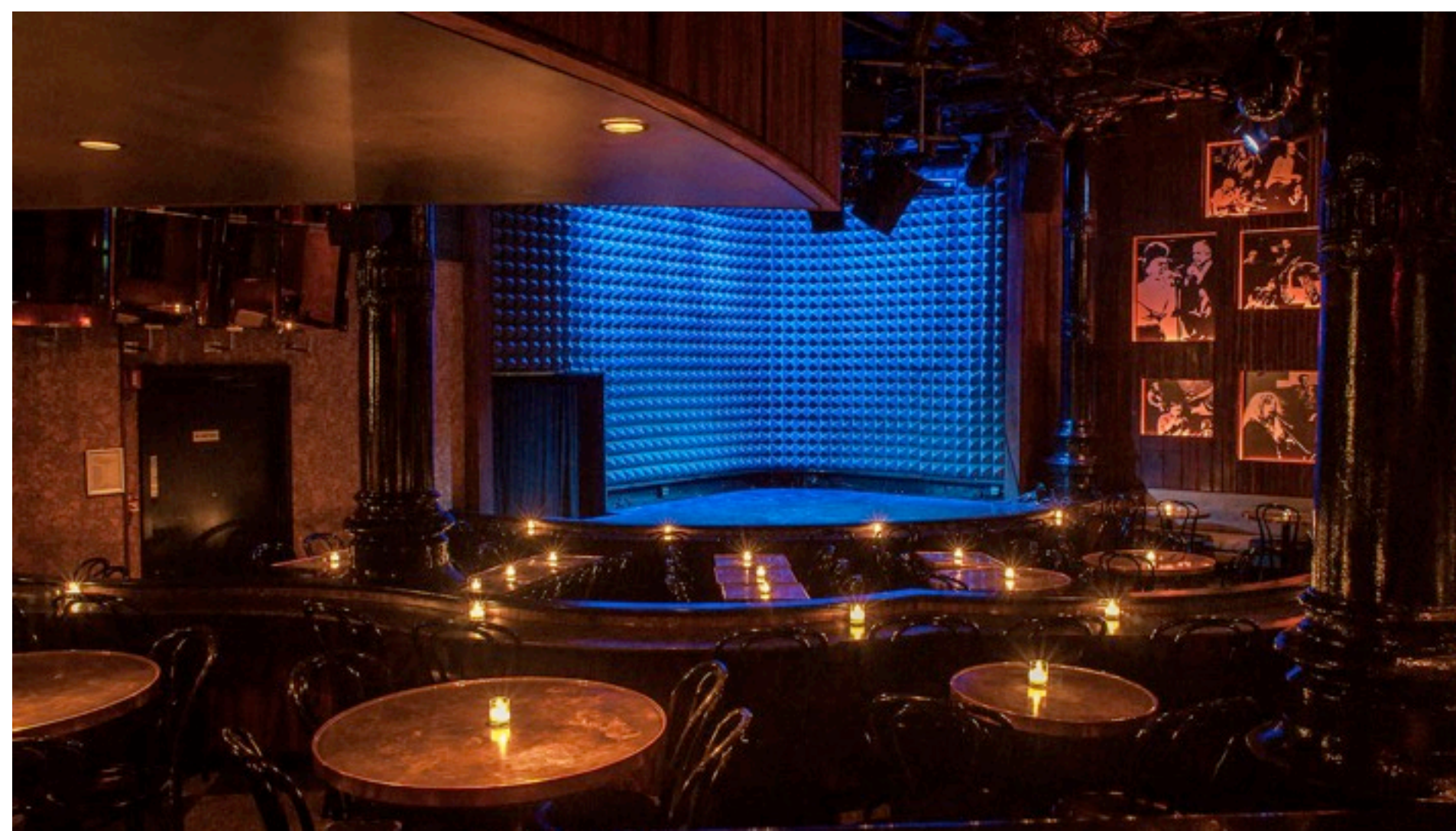


# Collins Park Cafe

All-day Dining - Coffee - Live Music

A dynamic and instantly welcoming **neighborhood cafe** serving sustainably sourced coffee, world-class, approachable new world cuisine, and featuring a carefully curated roster of cutting edge **live music**.

A partnership between an experienced restaurateur, a James Beard Award-winning celebrity chef, and Miami New Drama.



\*photos are representative

# Education and Rehearsal Studio

- Home for classes, workshops, **educational programming**, and camps
- Home for Monday night Dance at CPCC for Seniors
- Open space that accommodates the footprint of Colony Theatre stage
- Event space for MiND and others, **combinable with the Studio Theater**
- **Outward facing** to the street so pedestrians can see how the work is developed
  - Featuring sprung floors and mirrors for dance rehearsals



\*photos are representative

# Costume Design Studio

A space that would serve as a tailor and fitting studio for Miami New Drama productions, as well as hosting skills building education through craft and sewing.

Creating **Miami Beach jobs** and Artist residencies in textile arts that can be featured in the lobby gallery.



# Office Space

- Serving as MiND headquarters
- Closed glass front offices
- Divided work stations
- Conference space
- Providing a **healthy, productive work environment.**





# MiND Studio Theater

200 seat flexible space

## Programming to include

- World class theater in an intimate setting
- Spanish Language Programming
- Theater for Young Audiences
- Film Screenings
- Special Events
- Cultural Parter and Community Programming



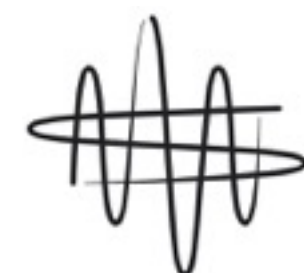
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## Featured Cultural Partners Performing at CPCC



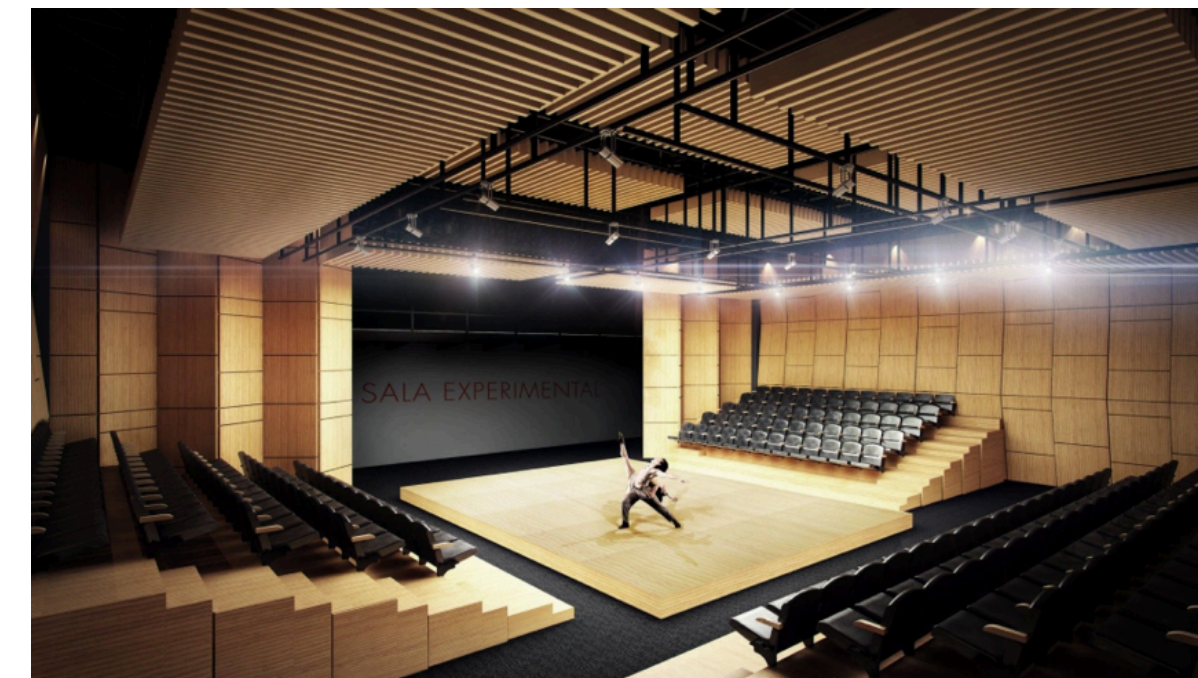
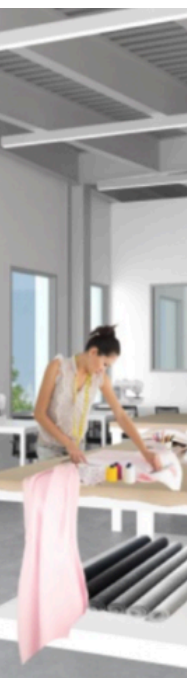
## Cultural Partners presented by Miami New Drama at the Colony Theatre



# CULTURE **AND** COMMERCE

Attracting up to **50,000** people annually

Estimated annual economic impact of **\$11M**



Transforming and serving the Collins Park neighborhood through dynamic theater, the celebration of culinary, visual and literary arts, and engaging community spaces.