

# Wallis Annenberg Center for the Performing Arts

**WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS  
KICKS OFF OPENING WEEK WITH DEDICATION AND RIBBON-CUTTING CEREMONY  
ON OCTOBER 15TH**

***SALVATORE FERRAGAMO TO UNVEIL POP-UP SHOP IN THE HISTORIC GRAND HALL***

**WHEN: TUESDAY, OCTOBER 15, 2013**

8:45 AM

Media Check-In

9:00-10:00 AM

Arrivals and Coffee

10:00-11:00 AM

Ceremony and tour of Grand Hall

**WHERE: WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS (THE WALLIS)**

9390 N. Santa Monica Blvd., Beverly Hills

**WHAT:** The Wallis Annenberg Center for the Performing Arts will kick-off a week-long series of celebratory inaugural events heralding the eagerly awaited opening of the new complex in the heart of Beverly Hills. The celebration begins on Tuesday, October 15, with a morning dedication ceremony hosted by Salvatore Ferragamo, title sponsor of the inaugural events, and presided over by Jerry Magnin, Chairman of the Board of The Wallis; Vice Chairman Vicki Reynolds and City of Beverly Hills officials. Guests will be invited inside to view, for the first time, the ornate Jim and Eleanor Randall Grand Hall, clad in its original Italian marble and featuring the eight Charles Kessler Depression era fresco murals that have been impeccably restored and adorn the upper walls of the hall.

In celebration of the opening and on the eve of Salvatore Ferragamo's 100<sup>th</sup> anniversary in America, the world renowned fashion house will unveil the luxury brand's first ever Los Angeles pop-up shop housed for a limited time within the historic Grand Hall. The pop-up shop will showcase an exclusive line of accessories designed by Creative Director, Massimiliano Giornetti including handbags, shoes, bijoux and fine jewelry.

#### **About the Wallis Annenberg Center for the Performing Arts**

Opening in October, the Wallis Annenberg Center for the Performing Arts (The Wallis) will transform a Beverly Hills city block into a vibrant new cultural destination with two distinct, elegant buildings; the historic 1933 Italianate-style Beverly Hills Post Office (now the Paula Kent Meehan Historic Building) and the new, contemporary 500-seat, state-of-the-art Bram Goldsmith Theater. Together the venues will embrace the city's history and future, creating a new cultural landmark. Within the treasured Post Office,

existing spaces will be re-imagined into the flexible 150-seat Lovelace Studio Theater, a theater school for young people (opening in 2014), a café and gift shop. The buildings will be surrounded by lush intimate courtyards, a sunken sculpture garden and a promenade event terrace. Located in the heart of Beverly Hills, The Wallis will be a home to artists from around the world and audiences of every age

**WHO:**           **Among those expected to attend include: Jerry Magnin (Chairman of the Board), Vicki Reynolds (Vice Chair), Vincent Ottomanelli (President and Regional Director, Ferragamo USA), Beverly Hills dignitaries and more to be announced!**

***COVERAGE WELCOME – MEDIA MUST RSVP AND BE CREDENTIALLED TO COVER***

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