

# Wallis Annenberg Center for the Performing Arts

**FOR IMMEDIATE RELEASE**

## **WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS ANNOUNCES MULTIPLE OPENING EVENTS**

### **SALVATORE FERRAGAMO SPONSORS WEEK-LONG INAUGURAL CELEBRATION**

**Beverly Hills, CA** – The Wallis Annenberg Center for the Performing Arts (Lou Moore, Executive Director) announced a week-long series of celebratory inaugural events which will herald the eagerly awaited opening of the new center in the heart of Beverly Hills. “It is a thrill to see the vision of so many finally realized as we count down to the opening and honored to have the internationally renowned luxury fashion house, Salvatore Ferragamo as our partner,” said Jerry Magnin, Chairman of the Board of The Wallis. “Especially, we are eager to share all that will make The Wallis such an important addition to the city with those we feel confident will embrace it for generations. The inaugural events we are planning will give everyone an opportunity to see first-hand a dream realized.”

The celebration will kick off on Tuesday, October 15, with a morning dedication ceremony hosted by Salvatore Ferragamo and presided over by Magnin, Vice Chairman Vicki Reynolds and City of Beverly Hills officials. Guests will be invited inside to view 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.

Salvatore Ferragamo is sponsoring the star-studded, black-tie inaugural Gala for 1,000 guests, slated for Thursday, October 17. Wallis Annenberg and Jamie Tisch, Co-Chair with Honorary Co-Chairs Brad Pitt and Robert Redford. The evening will formally unveil the 2.5 acre center and include a one-night-only live performance by surprise guests in the Bram Goldsmith Theater. Following the performance, the evening will continue with a seated dinner catered by Wolfgang Puck and an exclusive runway presentation of Salvatore Ferragamo’s Spring/Summer 2014 collection. Guests will also enjoy a unique performance by Italian tenor Vittorio Grigolo, one of the most famous and respected opera singers of our time, to emphasize and celebrate Ferragamo’s Italian culture.

A second, more casual, but equally memorable night of Gala festivities is scheduled for Friday, October 18<sup>th</sup> to include cocktails and hors d'oeuvres, a buffet dinner catered by Wolfgang Puck and surprise entertainment in the Bram Goldsmith Theater. Tickets for the October 18<sup>th</sup> Gala are priced at \$500 and \$1,000. For additional information and to purchase tickets, please call Levy, Pazanti and Associates at (310) 201-5033.

Concluding the celebration will be a Community Day on Sunday, October 27. At this open house event, the general public will have an opportunity to explore the entire complex, learn first-hand about the many programs planned, about the history of the former historic post office and the details of its transformation into a vibrant performing arts center.

The inaugural season at The Wallis opens on November 8 with the Martha Graham Dance Company in the Bram Goldsmith Theater.

### **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.

An underground, three-level parking garage operated by the City of Beverly Hills will provide parking for the Annenberg's future patrons and visitors to the city, with convenient access on both Crescent Drive and South Santa Monica Boulevard.

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