

**PENN LIVE ARTS**  
UNIVERSITY of PENNSYLVANIA

**• THE POWER OF PENN  
PERFORMING ARTS**

**CAMPAIGN IMPACT REPORT  
JAN 1, 2013 - JUN 30, 2021**

“ANY FORM OF ART IS A FORM  
OF POWER; IT HAS IMPACT, IT  
CAN AFFECT CHANGE – IT CAN  
NOT ONLY MOVE US, IT MAKES  
US MOVE.”

⋮ OSSIE DAVIS

DEAR FRIENDS,

Arts and culture at Penn are in a moment of incredible transformation and change. The energy around performing arts on campus has not been this electric since the construction of the Annenberg Center in 1971. Today, over 50 years later, the Annenberg Center is moving into the next act for dance, music, theatre, and film on campus with a new name and identity: **Penn Live Arts**. Expanding on the founding vision of a multidisciplinary performance space on campus, **Penn Live Arts** highlights our most significant campaign priority – a deeper integration with Penn and furthered commitment to collaborations across the University.

Our new identity is a major achievement of the Power of Penn Performing Arts Campaign, but it is possible that the greater transformation is the strengthening of our community. Board giving at Penn Live Arts increased 354% percent over the previous Making History Campaign, and we welcomed more than 20 new board members. Dozens of alumni and friends joined newly formed volunteer advisory councils and thousands more were engaged through outreach events linking the arts and the Penn experience. **Thanks to our generous community, we well-exceeded our fundraising goal for the campaign, raising over \$11M – the most ever raised for the performing arts in the history of Penn.**

The Power of Penn Campaign set the foundation for the next era of performing arts at Penn, in which the physical transformation of our performance spaces and the programmatic integration of performing arts across campus will take center stage. Major spaces at the Annenberg Center were newly named and multiple residencies were established, ensuring the Penn community access to the preeminent artists of our time in perpetuity. We also initiated a feasibility study and master plan for the renovation and expansion of the Annenberg Center, which will be publicly revealed during our 50th anniversary celebration in the 22/23 season.

The campaign concluded with our 20/21 digital season – Penn Live Arts’ response to sustaining working artists and bringing the arts to our patrons during the COVID-19 pandemic. Despite the physically empty house, we felt the presence of our incredible community of supporters. We deeply appreciate your commitment to connecting audiences with innovative, diverse artists who are creatively reframing the important issues of today during a moment of global transformation. Thank you for being there with us, throughout the Power of Penn Performing Arts Campaign and beyond.

OUR MISSION

As the University of Pennsylvania’s home for the performing arts, **Penn Live Arts** connects diverse audiences with visionary artists and innovative ideas, engaging both the University and the greater Philadelphia community in transformative artistic experiences.



With gratitude,

Christopher A. Gruits



*Fragile Dwellings* by BODYTRAFFIC,  
Penn Live Arts 18/19 season artist.  
Photo by Rob Latour.

ADVANCING  
A NEW VISION  
FOR THE  
PERFORMING  
ARTS AT PENN

JANUARY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
DAEDALUS QUARTET						
7:30 PM						
16	17	18	19	20	21	22
MLK, JR. DAY		LES BALLETS TROCKADERO DE MONTE CARLO				LES BALLETS TROCKADERO DE MONTE CARLO
		8 PM				2 PM, 8 PM
23	24	25	26	27	28	29
30	31	CAMPBELL BROTHERS: JOHN COLTRANE'S A LOVE SUPREME				
CIRQUE MECHANICS: BIRDHOUSE FACTORY		8 PM				
3 PM						

From leadership to programming to our name itself, **Penn Live Arts** saw momentous organizational shifts take place over the course of the Power of Penn Campaign.

In 2016, we bid adieu to former Managing Director **Michael J. Rose**, following an 18-year career of service. His legacy of establishing our popular jazz and world music series and emphasis on touring and international theatre remain an important part of our programming profile.

The Power of Penn Performing Arts welcomed current Executive & Artistic Director **Christopher Gruits**, who ushered in a new strategic plan with University integration at its core - a vision which ultimately led to the rebrand of the Annenberg Center to **Penn Live Arts**.

Also during this period, **Randy Swartz, C’67**, Artistic Director of **NextMove Dance**, retired after a legendary career bringing premiere dance ensembles to Philadelphia. After 32 years of co-presenting the series with Randy and **NextMove Dance**, **Penn Live Arts** officially became the sole presenter of our longstanding and beloved contemporary dance series in 2020.

CONNECTING OUR AUDIENCES WITH  
INNOVATIVE ARTISTS AND CREATIVE IDEAS



Jiehae Park in the world premiere of  
Haruki Murakami's *Sleep* by Ripe Time.  
Photo by Julieta Cervantes.

FEBRUARY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
THE JAZZ GALLERY ALL-STARS 8 PM						
6	7	8	9	10	11	12
13	14	15	16	17	18	19
TRINITY IRISH DANCE COMPANY 8 PM					TRINITY IRISH DANCE COMPANY 2 PM, 8 PM	
20	21	22	23	24	25	26
27	28					

**Penn Live Arts** continues its commitment to presenting world-class artists in innovative engagements and fostering broad collaborations. Between January 2013 and June 2021, we welcomed over 50 artists for their Philadelphia debuts, and presented more than 20 world premieres, many of which explored and unpacked important contemporary issues.

In September 2017, we partnered with **FringeArts** to co-commission and co-present the world premiere of ***A Period of Animate Existence*** by **Pig Iron Theatre Company**. The dynamic piece featured local choir **The Crossing** and members of the **Philadelphia Boys Choir & Chorale** and **Philadelphia Girls Choir**, among others. Leading up to the production, Pig Iron company members held a year-long artist residency at the **Penn Program in Environmental Humanities**.

The world premiere of **Ripe Time**'s adaptation of Haruki Murakami's ***Sleep*** in October 2017 was also the theatre company's Philadelphia debut. Focusing on issues of gender inequity and how women negotiate identity in today's world, the piece was co-commissioned with BAM and went on to their Next Wave Festival.

In March 2019, we co-commissioned and presented the world premiere of ***Vessels***, a multi-genre piece exploring the journey of African women across the Middle Passage. As part of our **The Philadelphians** series, the project included conversations with local community groups and a collaboration with the **Penn & Slavery Project**.



CREATING ARTISTIC CONNECTIONS AND COLLABORATIONS ACROSS CAMPUS



The Daedalus Quartet, Penn's Quartet-in-Residence.  
Photo by Lisa-Marie Mazzucco.

MARCH 2022

SUN	MON	TUE	WED	THURS	FRI	SAT
27	28	1	2	3	4	5
						NORA BROWN 7:30 PM
6	7	8	9	10	11	12
					CIRCA: HUMANS 2.0 8 PM	CIRCA: HUMANS 2.0 2 PM
13	14	15	16	17	18	19
					RENNIE HARRIS: LIFTED 8 PM	RENNIE HARRIS: LIFTED 2 PM, 8 PM
20	21	22	23	24	25	26
						RAVI COLTRANE 8 PM
27	28	29	30	31		
THE CROSSING: IN A HOUSE BESIEGED 7 PM						

Deepening our integration with the University, **Penn Live Arts** partnered with academic and extra-curricular programs across campus to extend artist visits to Penn into dynamic residency experiences. The campaign saw us collaborate with the **Music Department, Theatre Arts Program, Cinema and Media Studies, Environmental Sciences,** and **Penn Medicine**, among others.

In 2015, **Toshi Reagan’s *Parable of the Sower: The Concert Version*** came to PLA as a work-in-progress, having just been at Under the Radar/Joe’s Pub in NYC. During the engagement, Reagan visited one of Professor Herman Beavers’ classes and attended a student dinner. An exclusive pre-show lecture by Professor Beavers for our Board of Advisors and a post-show audience talk-back rounded out the series of impactful conversations.

We were thrilled to host **Mark Morris Dance Group** as our inaugural Artist-in-Residence in 2018. For the residency’s central outreach event, PLA hosted a day-long symposium in collaboration with Penn Medicine’s **Parkinson’s Disease and Movement Disorders Center**, including a conference for professionals in the field and a full-house dance workshop designed specifically for people with Parkinson’s and their caregivers.

We also welcomed the **Chamber Orchestra of Philadelphia, Ripe Time Theatre Company, Pilobolus, Dance Theatre of Harlem, Dunedin Consort, Sō Percussion, Nikki Appino and Philip Glass (*The White Lama*)**, and others to **Penn Live Arts** for extended residency projects and engagement with the University community.

ENGAGING  
ALUMNI IN THE  
FABRIC OF  
PERFORMING  
ARTS AT PENN



Penn President Amy Gutmann with legendary Broadway producer and PLA board member Harold Prince, C'48, HON'71 at the 2015 Creative Spirit Award Ceremony.

APRIL 2022

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
SFJAZZ COLLECTIVE 7 PM				ZAKIR HUSSAIN: TRIVENI 7:30 PM	JOEL ROSS DUO 7:30 PM	
10	11	12	13	14	15	16
17	18	19	20	21	22	23
				LILA DOWNS 7:30 PM		
24	25	26	27	28	29	30
						PHILADELPHIA CHILDREN'S FESTIVAL

During the campaign, **Penn Live Arts** established several initiatives to increase opportunities for engagement with the performing arts at Penn. The **Penn Performing Arts Initiative** was launched in 2016. This collaboration between Penn Live Arts, Platt Student Performing Arts House, the Theatre Arts Program, and the Department of Music is supported by regional volunteer councils in New York and Los Angeles. The **Director's Advisory Council** was established in 2019 to engage alumni working in the arts and entertainment industry. And we are thrilled to report on the growth of the **Penn Live Arts Board of Advisors** - our highest level of volunteer leadership - adding 20 new members during the campaign and increasing board giving by 354%.

In total, from 2013-2021, **Penn Live Arts** facilitated dozens of outreach events, engaging thousands of alumni, parents, and friends. Perhaps the most memorable was the 2015 presentation of the **Creative Spirit Award** to emeritus Board member, Penn Alumnus, and legendary Broadway producer, the late **Harold Prince, C'48, HON'71**.

SERVING AS A BRIDGE BETWEEN PENN AND OUR SURROUNDING COMMUNITIES



A youth performance on the Annenberg Center Outdoor Plaza as part of the 2014 Philadelphia Children's Festival. Photo by Nathea Lee/Photo Bravura.

MAY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1  PHILADELPHIA CHILDREN'S FESTIVAL  KALABANTÉ: AFRIQUE EN CIRQUE 3 PM	2	3	4	5  MARK MORRIS DANCE GROUP: PEPPERLAND 7:30 PM	6  MARK MORRIS DANCE GROUP: PEPPERLAND 8 PM	7  MARK MORRIS DANCE GROUP: PEPPERLAND 2 PM, 8 PM
8	9	10	11	12	13	14  ALUMNI DAY
15	16  PENN COMMENCEMENT	17	18	19  PASQUALE GRASSO DUO 7:30 PM	20	21
22	23	24	25	26	27	28
29	30  MEMORIAL DAY	31				

Serving as a bridge from Penn to the Philadelphia community, children's programming at **Penn Live Arts** expanded its reach during the Power of Penn Performing Arts Campaign, bringing over 65,000 young people through our doors to experience the magic of the performing arts. Highlights include the 2016 **Teen Voices of the City Ensemble (T-VOCE)** partnership with **Art Sanctuary, Opera Philadelphia,** and **Penn Live Arts,** and our six-year collaboration with the innovative creative movement program **Pilobolus @ Play.**

We joined with Penn's **Netter Center for Community Partnerships** to create a program model for our longstanding **Student Discovery Series** in which youth from University-Assisted Community Schools would attend professional performances in a regular cycle throughout their primary and secondary schooling.

Our **Philadelphia Children's Festival** shifted to a local focus, embracing our rich regional arts scene by engaging 30 Philadelphia-based partners to deliver interactive arts activities during the festival, from **Arden Theatre Company** to **Clay Studio** to **Fleisher Art Memorial** to **Philadelphia Ballet.**

PROVIDING IMMERSIVE INITIATIVES  
AND UNIQUE OPPORTUNITIES



Mark Morris Dance Group leads a Powell-Vandever Dance Masterclass for University students in February 2018. Photo by LifeTouch.

JUNE 2022

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
				MOMIX: ALICE 7:30 PM	MOMIX: ALICE 8 PM	MOMIX: ALICE 2 PM, 8 PM
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
JUNETEENTH						
26	27	28	29	30		

Since its establishment in 2018, 38 students have served on the **Penn Live Arts Student Advisory Council**, providing artistic staff with curatorial input on seasonal programming and sharing valuable insight on how PLA can better serve student performing arts groups.

From 2013-2021, PLA hosted over 400 work study students in our administrative offices, strengthening student exposure to the performing arts industry through hands-on positions in marketing, development, artistic, finance, and production.

We offered over 30 dance masterclasses to University students during the campaign, sharing the talent and expertise of our professional artists. The campaign also saw the establishment of the **Powell-Vandever Dance Masterclass Series**, which will sustain the program and ensure that the hundreds of students involved in dance groups on campus will have continued access to local, national, and international dance ensembles.

In direct response to student feedback, the final year of the campaign has seen **Penn Live Arts** investing in the research and development of a Student Career Support Initiative. This exciting new program will focus on connecting students with sought-after professional learning opportunities in arts and entertainment.

CREATING IMPACTFUL DIALOGUES  
THROUGH THEMATIC PROGRAMS AND SERIES



Jordi Savall's "The Routes of Slavery" as part of  
The Philadelphians. Photo by Clarie Xavier.

JULY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
INDEPENDENCE DAY						
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

The campaign introduced several programming arcs to **Penn Live Arts'** presenting series, weaving together local, national, and international artists and highlighting the important issues of today through dance, music, theatre, and film.

Multi-year journey **"African Roots, American Voices"** celebrated the African diaspora's unique contributions to American culture. Each year focused on a different musical genre, exploring its roots and cultural impact including jazz and blues. We also presented **"The Philadelphians: Migrations that Made Our City,"** a series which highlighted the populations that migrated to and influenced the city through a contrast of colonial-era early music with new works that reflect our diverse populations and the cultural fabric of our region.

In the first half of the campaign Penn Live Arts presented **"By Local,"** a curated series featuring regional artists. Staged in the Prince Theatre, "By Local" included performances such as The Pearlman Sisters: *Devotedly, Sincerely Yours: The Story of the USO*, The Bearded Ladies: *Marlene & the Machine: A German Expressionist Cabaret*, Everybody's Protest Music: Dr. Guy's Musiqology, and Meredith Rainey Dance.

In 2020, Penn Live Arts reintroduced film to our presenting series, renewing a historical commitment to showcasing independent film. Focused on contemporary, independent film, the series is created in consultation with **Curator-at-Large for Film, Maori Karmael Holmes**, Artistic Director and CEO of BlackStar Projects.

SHOWCASING WORLD CLASS  
TALENT FROM OUR REGION



Philadelphia-based dance company PHILADANCO brought their dynamic energy to Penn Live Arts audiences in multiple seasons during the campaign. Photo by J. Harris.

AUGUST 2022

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

We are proud to have hosted dozens of Philadelphia artists on our stages over the course of the campaign, from rising solo musicians to nationally renowned dance ensembles. We welcomed local artists such as **BalletX**, **The Chamber Orchestra of Philadelphia**, **The Crossing**, **Daedalus Quartet**, **Kulu Mele African Dance & Drum Ensemble**, **Kun-Yang Lin/Dancers**, **Pennsylvania Ballet 2**, **PHILADANCO**, **Pig Iron Theatre Company**, and **Rennie Harris Puremovement**. We also collaborated with area arts organizations, including **Curtis Institute of Music**, **FringeArts**, **Opera Philadelphia**, **Settlement Music School**, and **World Cafe Live**.

**Penn Live Arts** visiting artists engaged with the Philadelphia community in outreach activities, creating meaningful ties to local audiences through workshops, speaking engagements, and collaborations with local organizations.

**Actors Touring Company** performed **The Events** in October 2014. Each of the 12 unique performances featured a different Philadelphia community choir, including the **Penn Glee Club** and **Penn Sirens**.

In October 2015, band leader of *The Late Show with Stephen Colbert* **Jon Batiste** brought his social and interactive performance style to our stage, working with students at **Play On, Philly!**, speaking at **Curtis Institute of Music**, and hosting a jam session at **City Tap House**.

**Black Violin** made its debut in October 2017, bringing its unique blend of hip hop, pop, rock, and classical to PLA audiences and engaging in an exciting collaboration with **Settlement Music School**.

ENRICHING  
STUDENT  
PERFORMING  
ARTS THROUGH  
PROFESSIONAL  
ENGAGEMENT  
OPPORTUNITIES



Student a cappella group The Inspiration performs at Carnegie Hall for alumni event “A Toast to Dear Old Penn” in 2019. Photo by Eddie Marengo.

SEPTEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
LABOR DAY						
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Throughout the campaign, **Penn Live Arts** furthered our deep commitment to supporting student performing arts groups. We continued to prioritize student productions in the Annenberg Center theatres, ultimately welcoming nearly 200 student shows supported by our professional production staff.

We underwrote the student a cappella festival **Raise Your Voice** which benefitted **Settlement Music School** in 2018 and supported the **National Alliance on Mental Illness** in 2019. We also launched an annual event welcoming students back to campus, featuring student performing arts groups (**Party on the Plaza** 2017 and 2018, **Band Slam** 2019).

And, during the COVID-19 pandemic, as students yearned to return to in-person performing arts experiences, we worked with **University Life** and **the Platt Student Performing Arts House** to tent the Outdoor Plaza for socially distanced rehearsals, senior recitals, dance masterclasses, and more.

OFFERING OUR PROFESSIONAL  
EXPERTISE, SUPPORT, AND HOSPITALITY



Wharton Follies, a longstanding rental client for Penn Live Arts and beloved annual event.

OCTOBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

PENN HOMECOMING

Our guest rentals program flourished during the campaign, welcoming over 650 clients to our space and bringing more than 300,000 to our Outdoor Plaza, lobbies, and the **Zellerbach, Prince, and Montgomery Theatres**. With high demand for the professional staff, state-of-the-art venues, and supportive resources **Penn Live Arts** provides to clients, guest rental activity thrived during the campaign period.

We were thrilled to welcome a variety of accomplished national and international individuals to our stages from **Patti Smith** to **Spike Lee** to **Bob Iger**, and welcomed groups including **The Daily Show, BlackStar Film Festival, WXPB Music Film Festival, and Saturday Night Live**.

Within Penn, our valued roster of University partners thrived during the campaign, with Penn events comprising 80% of our total activity and bringing **Wharton, The President’s Office, The Dental School, The Vet School, Stuart Weitzman School of Design, the Alumni Award of Merit Gala,** and many more clients to the Penn Live Arts spaces.



Kun-Yang Lin performs a world premiere in the Zellerbach Theatre during the 20/21 digital season. Photo by Rob Li Photography.

# UPHOLDING THE ARTS DURING EXTRAORDINARY TIMES

# NOVEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
PENN FAMILY WEEKEND					PENN FAMILY WEEKEND	
13	14	15	16	17	18	19
PENN FAMILY WEEKEND						
20	21	22	23	24	25	26
				THANKSGIVING		
27	28	29	30			

The unprecedented COVID-19 pandemic led to a complete reevaluation of the **Penn Live Arts** business model. We used the temporary closure of our theatres as an opportunity to consider our role as an arts provider and to respond to national circumstances by delivering our mission through an innovative and inclusive approach. As a result, **Penn Live Arts** was among the first venues in the Philadelphia area to pivot to livestreaming, sustaining working artists and uplifting audiences with opportunities to experience art together.

Our 20/21 digital season reached over **2,500 households** from coast to coast in **42 states** and across the globe in **nine foreign countries**. We featured **36 unique performing arts engagements** across dance, music, and film, including **22 artists and ensembles and five world premieres**. Over 50% of our previous subscribers tuned in, and students attendance increased by an impressive 30%.

We also supported Penn students in their efforts to stay connected through the performing arts. Students quickly gathered virtually to perform and record, bringing a new energy to the Penn performing arts community. Many of these activities were promoted through **Penn Live Arts** channels. And in the absence of any children's performing arts programming, our artistic, production, and marketing staff worked closely with student-led group **Stimulus Children's Theatre** to produce a three-part series read-aloud collaboration entitled **"Story Time with Stim."**

# ANIMATING UNCONVENTIONAL SPACES TO REACH NEW AUDIENCES



Resident ensemble The Crossing performs a world premiere in their "Crossing @ Christmas" program at Church of the Holy Trinity in December 2019. Photo by Ryan Collier.

# DECEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

The Power of Penn Campaign catalyzed transformation in the performing arts at Penn. From bringing artists to nontraditional performance spaces on campus and across Philadelphia to setting the stage for physical transformations to our conventional venues, we spent the campaign reimagining performance at Penn.

Beyond the walls of the Annenberg Center, we presented exceptional artists at **Arthur Ross Gallery, The Arch, Awbury Arboretum, Blarney Stone, Bowman’s Hill Wildflower Preserve, The Church of the Holy Trinity, Iron Gate Theatre, Kelly Writer’s House, LOVE Park, Penn Libraries, Penn Museum, Pennovation Center, Penn Smilow Center for Translational Research, St. Mary’s Church, and The Woodlands.**

On campus, **Penn Live Arts** initiated a feasibility study and capital plan for the physical renovation and expansion of the Annenberg Center building – not significantly updated since it opened its doors in 1971. The public reveal of the new capital plan is slated to coincide with PLA’s 50th anniversary celebrations, leading into the next era for the expansion of **Penn Live Arts** programming throughout the University and across Philadelphia.

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Ballet Hispanico. Photo by Paula Lobo.

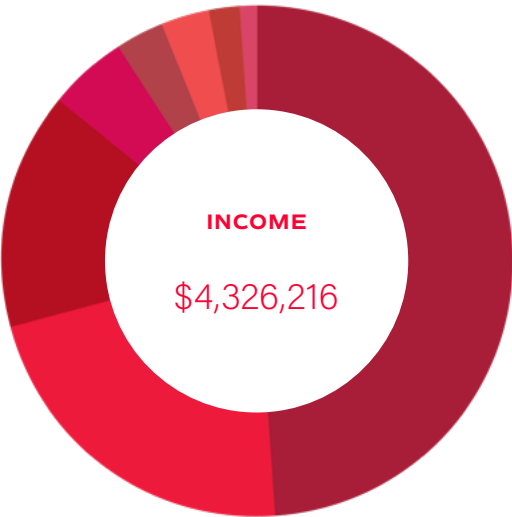
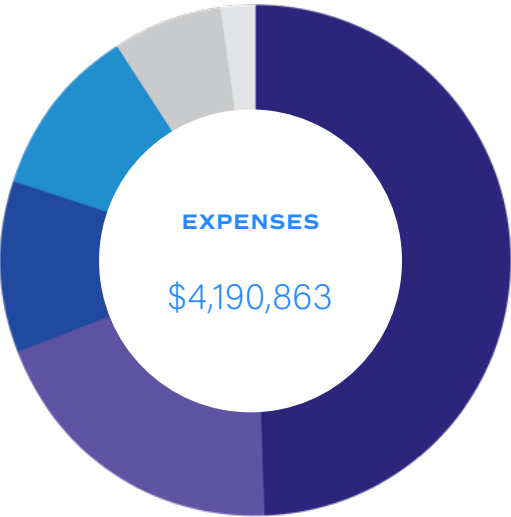
THE POWER OF  
PENN PERFORMING ARTS:

# BY THE NUMBERS

- \$11M+ Raised
- 1,235 Donors
- 260,416 Tickets Sold
- Four Newly Named Spaces
- 258 Philadelphia-Area Schools Served
- 737 Performances in our Presenting Series
- 200+ Student Performances at the Annenberg Center

# FY21 FINANCIALS

Penn Live Arts sustains the performing arts at Penn through a mix of contributed and earned income. We count on your support to make the performing arts accessible to all in our community.



### EXPENSES

- 50% University Facilities & Fees  
\$2,113,000
- 20% Programming  
\$818,649
- 11% Production  
\$456,564
- 11% Marketing  
\$442,259
- 6% Administration  
\$272,883
- 2% Fundraising  
\$87,508

### INCOME

- 49% University Facilities Advance  
\$2,113,000
- 22% Individual Giving  
\$956,092
- 15% University Support  
\$649,300
- 5% Foundation & Government  
\$212,839
- 3% Guest Rentals  
\$131,868
- 3% Ticket Revenue  
\$109,834
- 2% Other Income  
\$103,732
- 1% Endowment Distribution  
\$49,551

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