



Music Hall Transformation



Your regular Music Hall Transformation newsletter

Edition 4: May 2018

WELCOME

Hello and welcome to the May 2018 edition of your Music Hall **"I'm in!" The Know** newsletter.

The most complex aspects of the building work are now behind us and we are eagerly looking ahead to the re-opening, with our **Stepping In** campaign well underway.

The remainder of 2018 is set to be very busy, with fundraising and Creative Learning projects ramping up in preparation for the re-opening in December.



THE SITE IS A HIVE OF ACTIVITY AT THE MOMENT

This month our contractor Kier reported that since the project started back in October 2016, they have recorded 73,879 hours worked on site! Kier is deservedly very proud of their health and safety record with no reportable accidents logged to date. All structural works are now complete and mechanical works are progressing well. The roof works and window repairs are virtually complete. Every single window on the Golden Square elevation has been completely replaced and just receiving a final coat of paint as we speak.

Work is ongoing in the auditorium to install new raked seating at the rear of the stalls. There will be four new lifts in the Music Hall - a new stage lift, two passenger lifts and a magic Sesame lift in the vestibule for wheelchair users

that disappears into the stairs when not in use. The work to dig lift pits is now complete, the lifts are on order and due to be installed this month.

Our own APA technical team has been finalising our technical requirements including the new PA system and our sound and stage lighting. Plans are now well advanced for the installation of our fabulous new video wall in the vestibule. Exciting times!



Thanks to our supporters, ambassadors, funders and investors who share our vision



Aberdeen Performing Arts is a charity registered in Scotland, No.S01033733

PROJECT STEPPING IN & THE 1822 CLUB

The Music Hall development team have launched two major fundraising initiatives in recent months: **Project Stepping In** and **The 1822 Club**.



Public Giving Campaign Manager **Charlotte Farmer** and Corporate Sponsor and Major Donor Campaign Manager **Debbie Mackenzie** are behind the two exciting projects.

Project Stepping In invites people to explore the new blueprint for the building for the first time, with the option to digitally select and contribute towards the new furnishings that will find their home in the venue for years to come.

A special thank you to international superstar and Music Hall ambassador **Emeli Sande**, who has kicked off the project in style by donating a piano to the new Creative Learning studio, which will be used by local young people.

Alongside the new piano, there's everything from a state-of-the-art lift and glass feature wall, to theatre lamps, music stands and a professional paint job for the Willis Organ and pipes.

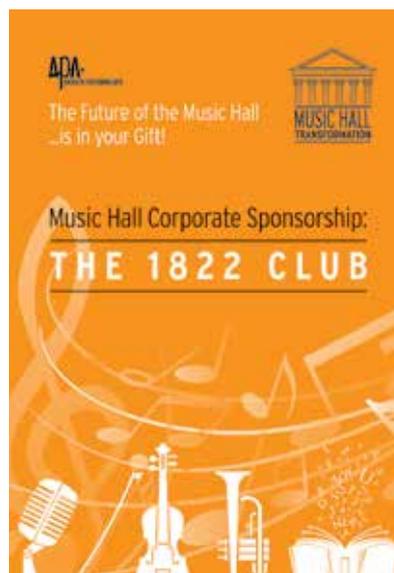
Charlotte said: "Project Stepping In gives an exciting glimpse into what the newly transformed Music Hall will look like, with the full floor plans available to view online. It brings us full circle as we invite you back into the building to furnish it, ready for its re-awakening. We've built an interactive website to allow users to take a virtual walk around the new floor plans and choose an item to donate to - it's your unique opportunity to be a part of the excitement!"

The Project Stepping In website can be viewed here <http://projectsteppingin.com/>

The 1822 Club is an innovative corporate sponsorship programme. Named after the year that the Music Hall first opened, the programme offers a range of sponsorship packages from £1,000 to £15,000, which are all affectionately named after influential characters who have played a part in the Music Hall's own rich history.

Top level 1822 Club sponsorship will reward sponsors with hard hat tours, complimentary passes to Music Hall re-opening celebrations, tickets to new season events and branding recognition on a specially-commissioned donor wall in the venue.

Corporate Sponsor and Major Donor Campaign Manager, Debbie Mackenzie, said: "By becoming a member of The 1822 Club, local businesses will be helping APA to renovate and re-imagine the Music Hall for the next generation of artists and audiences - as well as supporting a flagship city centre regeneration project."



Our thanks go to **Aberdeen Standard Investments, BP, Ryden, Craig International** and **Tenaris** - who have already signed up as 1822 Club members.

For more information about the 1822 Club, [click here](#).

Music Hall Babies



In March we launched **Music Hall Babies**, a pioneering project in partnership with the Creative Learning and Early Years teams at Aberdeen City Council, designed to celebrate and engage with a new generation of arts enthusiasts.

Scottish Opera, Scottish Dance Theatre and Live Music Now in the lead up to the Music Hall re-opening. The babies will be one year old when the Music Hall re-opens and they will participate in the community re-launch celebrations.

The Music Hall Babies programme aims to give babies and their families a positive experience of the arts from birth, develop their creative potential, help develop child/parent bonds and cognitive development.



57 babies from the city and shire who were born in December 2017 have signed up to the project, and will attend monthly creative workshops in music, dance, drama and visual arts led by Aberdeen Performing Arts and companies like



Music Hall Babies has been made possible thanks to **Nexen Petroleum UK Ltd**, who have invested £20,000 to support the project in its' first year of operation.

Ride the North

Three members of the APA team are taking on one of our biggest challenges yet to raise money for the Music Hall Transformation! Head of Business Transformation **Leon Gray**, Head of Artistic Development **Lesley Anne Rose**, and Duty Manager **Dermot O'Connor** are going to be participating in Ride the North over the weekend of 25-26 August - a two-day, 180-mile cycling endurance challenge. Ride the North will take the team through the foothills of the Grampian Highlands in Aberdeenshire and Moray, with the exact route being confirmed a few weeks before the event.

Although the event takes place in August, you can sponsor our intrepid team right up until 31 October. You can visit their joint fundraising page [here](#).

Keeping visitors in the loop

Thanks to a generous donation of £14,000 from **Apache North Sea Ltd**, investment has been made in a state-of-the-art assisted hearing system for the Music Hall.

The Mobile Connect Sound Induction System, from Sennheiser, is a Wi-Fi based system that enables multi-channel audio to be streamed in real time to a smartphone or tablet.

To hear the streamed message, the user simply downloads the MobileConnect app onto their smartphone or tablet and then connects to the system as if connecting to a local Wi-Fi point - their smartphone or tablet then becomes the audio receiver.

The user can then select the audio source they wish to hear, connect some headphones, a neck loop, or switch hearing aids to "T-setting" and adjust their personal volume to a comfortable level.

Here is a [link](#) to a useful, short video about the system and how easy it is to use.



Take a Seat!

A special chance to name a seat in the newly restored Music Hall Auditorium

For an unusual present and a lasting memory, a named seat in the newly restored Music Hall auditorium makes a perfect gift. It's a very personal way of showing support whether in your own name, in memory of a loved one, a gift for someone special in your life or an homage to someone who has inspired you.

If you would like to name a seat please get in touch by emailing takeaseat@aberdeenperformingarts.com or click [here](#) to do it online.

Your Hall | Your Story

We set up the Your Hall: Your Story project to research, collect and bring together the story of your hall for the first time. If you have a tale to tell or a piece of history you would like to donate - a poster, programme or ticket, contact our volunteer archivist Alan Rennie: alan.rennie@aberdeenperformingarts.com

GIVE A GIFT
CLICK [HERE](#) TO DONATE

Watch this space for the next edition of the Music Hall Transformation "I'm in!" THE KNOW'.

If you would like to join our mailing list for regular updates and invitations, please get in touch by emailing

ambassadors@aberdeenperformingarts.com.

