

SEI INNOVATION STUDIO

KIMMEL CENTER MASTER PLAN FACT SHEET

SEI's generous gift to SEI Innovation Studio supports the Kimmel Center's commitment to its Master Plan of long-term building improvements, envisioned by Philadelphia-based architecture firm KieranTimberlake in 2009.

The new architectural entrance to SEI Innovation Studio from the Spruce Street façade of the Kimmel Center creates greater accessibility to the 200-seat black box theater in the lower level. Previously hidden from streetscape view and unknown to audiences attending cultural events in Verizon Hall and Perelman Theater venues in the Kimmel Center, the new architectural improvements enhance SEI Innovation Studio's presence. The Master Plan also activates the Kimmel Center Plaza level with activities inviting diverse audiences to journey through an exploration of innovative and creative "experiential" art, and furthering the Kimmel Center as a performing arts destination.

"Prior to these architectural projects, the Innovation Studio had only a modest presence, so we created a new front door facing Spruce Street and a distinctive marker for it on Commonwealth Plaza." said James Timberlake, Partner at KieranTimberlake. "Now the SEI Innovation Studio gives an active, urbane face to the Kimmel Center. We are proud to be part of these artful initiatives that highlight the importance of Innovation Studio to the Kimmel Center and the creative enrichment it brings to the city."

Thanks to the generous support of SEI, key features part of the SEI Innovation Studio renovations include:

- **New architectural entrance** with massive 20 by 30 foot painted glass panel that marks the studio's new entrance on Spruce Street with large scale changeable graphic signage.
- **Column of Light**, a new square glass light tube that cuts through the floor of the Kimmel Center's Commonwealth Plaza and descends into the lower level as an identifiable marker for SEI Innovation Studio on the street level.
- **An emerging art exhibit** in the lobby of SEI Innovation Studio with numerous pieces on display from the West Collection, including Pew Fellowship in the Arts recipient Astrid Bowlby's "Experience Drawings."
- **The East Coast Premiere** of pop culture art installation "The Slow and Inevitable Death of American Muscle." Jonathan Schipper's piece consists of two full-sized cars coming together in slow motion over a three month period in the Kimmel Center's Plaza, until they eventually crash into one another, leaving crushed steel and shattered glass in their wake.

The installation is the first of three public art installations during the 2013-14 season, which SEI is providing on a temporary loan in the Kimmel Center's Plaza to enliven its public spaces and attract audiences to its seasonal offerings and resident company programs.

This is the latest demonstration of SEI's longstanding commitment to innovation both in the world of financial services and the world of art. Since founding SEI more than four decades ago, SEI has fostered a culture of innovation never before seen in the typically conservative world of finance. SEI founder Al West's love for innovation also led him to become a major collector and benefactor for emerging art and artists. The West Collection, much of which is on display at SEI's global offices, is the world's largest privately-held collection of emerging art.

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