

Proposal for the creation of
AHSS Music, Entertainment, Performance and Video Studios
in Brooks Hall
AKA the “Studio Complex”

SUMMARY

Millersville University is uniquely positioned to be a leading higher education institution for entertainment technology, live audio and media and video production. The current success of Music Industry, Entertainment Technology, Media and Broadcasting, and Theatre programs has demonstrated that local and regional students have a high interest in the career paths offered through these degree programs. The South Central Pennsylvania region is one of three top global hot beds in the growing world entertainment industry with large companies like Clair, Clair Global, Atomic, Tait Towers and Aurora Films fostering both entertainment work and boutique industries in Millersville University’s backyard. Moreover, due to the rarity of these programs and Millersville’s proximity to opportunities for entertainment and music industry jobs in this region, our institution has a distinctive potential to be a national and even international destination for students interested in these industries and the collaborative niche careers.

To expand and deepen our capacity to teach these programs through unique cross-disciplinary collaborations and experiential learning we – the faculty from **Music Industry, Entertainment Technology, Media and Broadcasting, Theatre and Entrepreneurship** programs – propose to create modular and collaborative *Music, Entertainment, Performance and Video Studio Complex* in the repurposed Brooks Hall. This modern experimental group of performance and rehearsal spaces will serve as **multi-functional venue for live performances, instruction, design and rehearsal.**

No such fully student-project orientated and collaborative spaces are currently available on campus. The new Complex will be serve five programs to perform diverse genre work, hold student-run music and scripted events and create media productions for film, video, and web casting. The Studio Complex will support projects like producing and staging multi-media music concerts, dance pieces and screenplay work, which could be performed for a live audience and subsequently filmed. Alternatively, student screenplays or music videos could be filmed, scored and edited inside studio spaces without a live performance. The Studio Complex will also serve as a ticketing and marketing laboratory for the students interested in the management of entertainment business.

This concept will answer the demands of prospective students who are looking for **hands-on learning opportunities** and aspire to enter the lucrative multifaceted industries of music, film and entertainment fostered in our region. Because the Studio Complex is conceived as an academic and instructional space, it will be administered by the College of Arts, Humanities and Social Sciences.

NEEDS

The Studio Complex will address the following current pressures:

- Due to the growth in Music Industry and Entertainment Technology programs, the current facilities of the Winter Performing Arts Center and Dutcher Hall are no longer sufficient;

- WPAC serves University's needs as an externally rentable performance space, which often conflicts with the instructional needs. It is also not a flexible, modular space that could serve multiple instructional purposes;
- Dutcher Hall in terms of its size has limited capacity for training students to produce live events in preparation for careers in entertainment industry;
- As a result, all of the involved programs need instructional spaces to teach interdisciplinary courses in live audio, popular music performance, lighting, scenic/staging, video and automation;
- All programs need a flexible and modular performance space in arena-type set up (the anthesis of Winter and Ware);
- The programs need a built-in small-venue commercial performance space centered on art form of popular music;
- The Music Industry program's commercial ensembles need permanent practice spaces;
- The Music Industry program needs live audio instructional space to accommodate students in other programs that are currently not able to take the courses;
- Students in all involved programs need collaborative and experimental learning spaces for multidisciplinary career preparation;
- The Entertainment Technology and Theatre programs need medium size performance space larger than Rafters theatre and smaller than Clair Hall;
- Entertainment Technology, Theatre and related collaborations need costume technology spaces to design, build and house materials;
- Entertainment Technology and Media and Broadcasting need a place where hard sets could be built and designed and used to produce narrative filmmaking projects;
- All programs need storage for grip and electric, camera support, grip stands and creative supplies, sets, stored in a safe and organized fashion in close proximity to their creative work;
- All programs need a small collaborative design lab space.

SOLUTION

To address the urgent needs listed above, the five entertainment industry-related and entrepreneurship programs propose to repurpose Brooks Hall into the Studio Complex – a set of modular, multi-functional and collaborative studios and rehearsal spaces for live performance events and instruction along with smaller designated creative activity and storage spaces.

The Studio Complex will be an academic, but also student-run facility, overseen by the faculty of the College of AHSS and managed by the students. The goal is to teach the students skills in booking artists, handling event management and promotion and providing full support to an array of performances and entertainment related experiences, etc.

The Studio Complex will enable the five programs to offer events that will cater to both the student as well as external audiences. This space will serve as an enhancement to MU's inclusiveness by increasing the amount of experimental performance space, thus making it possible for more diverse creative works to be held on campus.

Importantly, the transformation of Brooks Hall into the Studio Complex is the fundraising priority of the College, that is, the Big Idea that will drive our work with potential donors.

ELEMENTS

The Studio Complex will contain:

- A flexible and modular performance space arena set up different from the Winter and Ware Centers;
- A small-venue built-in commercial performance space
- Permanent practice space for the Music Industry program's commercial ensembles;
- A live audio course space for the Music Industry program;
- Experimental collaboration and rehearsal spaces;
- Instructional space to teach interdisciplinary courses in live audio, popular music performance, lighting, scenic/staging, video, automation;
- A collaborative design lab;
- Technology space to design, build and house materials and hard sets for Theatre, Entertainment Tech and Media and Broadcasting.

OUTLINE OF SPACE UTILIZATION

Spaces listed below will be shared by all programs, unless specifically noted.

Basement/pool:

- 1 small-venue, built-in performance space
- 2 commercial band rehearsal rooms (Music Industry)
- 2 storage rooms (Music Industry)
- 1 prop storage (Theatre, Entertainment Tech)
- 1 built-in artist's space/Green Room
- 1 design lab (Entertainment Tech, Theatre)
- 1 supervisor's office
- Loading/drop-off

First floor/gym:

- 1 open, "blank-canvas," multi-functional and modular performance space/sound stage
- Public access – box office, restrooms, concessions
- 1 production/collaboration room
- 3 individual and 1 shared dressing rooms
- 1 student manager's office
- 1 supervisor's office
- 1 tool room
- 2 storage rooms – grip/electric and camera/audio (Media and Broadcasting)
- Loading/drop-off

Second floor/balcony:

- 1 dance studio/rehearsal space (Theatre, Media and Broadcasting)
- 1 costume lab/maker space (Theatre, Entertainment Tech)
- 1 supervisor's office
- Control booth

IMPACT

The Studio Complex will give Millersville University a nationally recognized facility that will position it as a leading force among the academic programs related to music industry, live audio, live events, entertainment technology and media production. Millersville is currently a strong local and regional institution that has the potential to reach students beyond central Pennsylvania. The Studio Complex will support offering programs that are unavailable in southern and western regions of the US attracting both in-state and out-of-state students.

The Studio Complex will make it possible to host on-campus events geared specifically to students and operated, with faculty instruction, by students. The addition of the Studio Complex will highlight Millersville University as a unique institution, create a campus environment that is appealing to potential students and increase the growth of all of the involved programs, as well as other programs more tangentially connected to them. The Studio Complex will increase Millersville University's profile and reputation for recruitment, enrollment, student learning, and alumni success.

The Studio Complex will create a closer link to the local entertainment business communities, while preparing students for the diverse and global job market. The newly crafted space will deepen the learning opportunities that other similar programs will not be able to replicate, due to our resources and partnerships with the globally recognized local business community like the Rock Lititz business cluster and others. The Studio Complex will transform the classroom into a training ground that will give students valuable experience and access to leading roles in these fields and create a hiring pipeline into local and national entertainment industry.

SITES TO VISIT

“Swing” performance space in Pod2 at Rock Lititz <https://www.rocklititz.com/campus>

Cine Magic East River Studios in Brooklyn, NY <http://www.eastriverstudios.com/>

Repurposed gym at Kutztown University <https://www.kutztown.edu/academics/colleges-and-departments/visual-and-performing-arts/majors-and-minors/cinema-television-and-media-production/exciting-facilities/tv-studio-sets-and-control-room.htm>