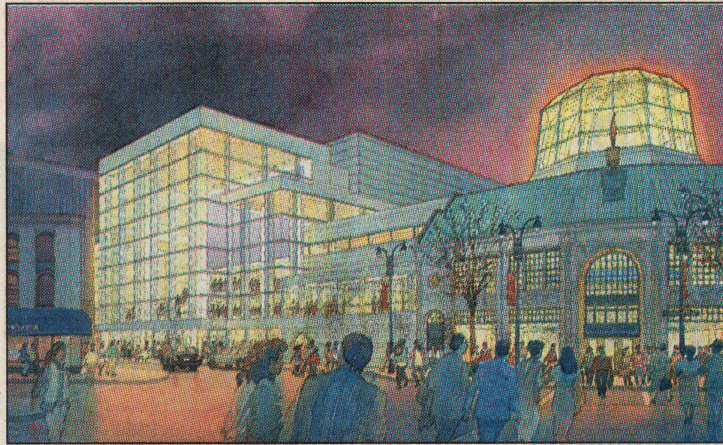


The Overture Center for the Arts

What does it really mean to Madison?

BY LORI VEIT
for Capital Newspapers

As citizens and visitors can see, Madison is heavily investing in its downtown to ensure its reputation as a vibrant cultural center will continue long into the future. The rewards of these investments will be enjoyed for decades to come, which is why so many people are waiting in breathless anticipation for the nine-day grand opening event celebrating the completion of the first phase of the Overture Center this September. The celebration is the beginning of a period of renewed commitment to the arts and the area's regional economy, and it deserves to be welcomed with



Madison's new Overture Center is slated to open Saturday, Sept. 18.

RENDERING: F.M. COSTANTINO, ASAI

tremendous enthusiasm.

The Overture Center for the Arts will be a world-class destination that promises to boost opportunities for local

artists as well as offer performances and fine arts from local, national and international talent.

Michael Goldberg, vice

president of programming and development for the Overture Center, is very knowledgeable when it comes to the innumerable details of the new arts center, which will be four times the size of the current Civic Center.

But the real story about what the Overture Center means to Madison isn't the spectacular details.

It's not the concert pipe organ custom-made in Germany, serious acoustics capable of being tuned for specific performances, the sprung wood floors on almost every stage, or the generous seating and legroom.

It's not about internationally renowned architect Cesar

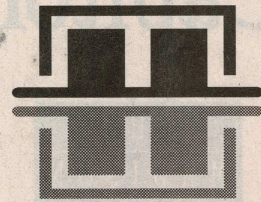
FUN ACCESSORIES



Come see our great collection of spring handbags, totes and travel kits

LITTLE LUXURIES
214 STATE STREET • 255-7372

Always Right at HOME



HOME SavingsBank



282-6000

home-savings.com

Staying Power

Whether it's the 360 beautiful guest rooms,
the award-winning restaurants, live entertainment

playing



weekends, an elegant ballroom,
over 25,000 sq. ft. of meeting space

or working

out in our fitness center and pool —
you'll find our true hallmark to be premier service
and hospitality. The Madison Concourse Hotel — within
easy walking distance of the campus, lakes, State Street,
shopping, restaurants, arts, theatre and

Capitol.

THE
MADISON
CONCOURSE
HOTEL
and Governor's Club

1 West Dayton Street • Madison, WI 53703

608-257-6000 • 800-356-8293

info@concoursehotel.com • www.concoursehotel.com

Lunchtime

continued from page 2

becomes a downtown Madison tradition. "It's a great way to support our local musical talent and the downtown dining establishments," said Sproule.

The bands also hope it becomes a permanent summer gig. "Since it's lunchtime," said Boeger, "people feed us food, sort of like bears in the zoo. Last year I got an eggroll and a bag of chips. It's a pretty good deal." ■



Lunchtime Live was such a success in 2003 that organizers decided to expand this year's number of concerts from four to 8.

PHOTO COURTESY OF DMI

Welcome

continued from page 6

"Union Terrace is a great place. You're on the lake with a breeze and music. There's no better place in the summer," said Schmitz. Details about Union events can be found at www.union.wisc.edu.

If you want to be a tourist in your own town, check out the State Capitol. Free tours are available throughout the day, seven days a week.

Though downtown Madison is full of large crowd-drawing events, Schmitz encourages newcomers and seasoned veterans alike to check out smaller

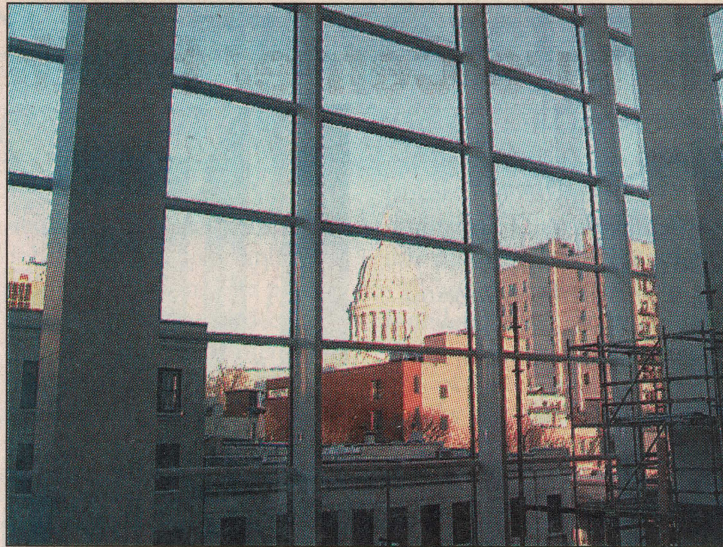
venues. "The hidden gems are in the clubs with music," she said. "These are smaller places with nice intimate music venues."

Schmitz said the night scene is great and recommends checking out Club Majestic at 115 King St. This landmark-theatre-turned-movie-house-turned-night-club hosts a variety of club nights and live performances.

A summer in Madison can be eventful and exciting, no matter how long you've lived here. For more information on what's happening in Madison this summer, visit www.downtownmadison.org or www.visitmadison.com. ■

Pelli's name being attached to the project. It's not about the three levels of performance, exhibit and gathering spaces for groups both large and intimate, many of which feature views of the State Capitol or the sophisticated English Figured Sycamore harvested from sustainable forests in Germany used as the primary interior finish.

It's not about the fact that there are four times the restrooms (many family assist), and more diaper changing stations in both the ladies and men's rooms, six permanent concession areas, a concierge desk, or more convenient coat-checking. The real story isn't even about how the Overture Center will enrich our community through increased tourism and immediate economic development. Goldberg's "official"



In addition to its own incredible look, the Overture Center offers wonderful views of Madison's central city.

PHOTO: J.H. FINDORFF & SONS, INC.

Reality begins with one thing: a vision.

response to why people should be excited about the new cultural arts district and Overture Center is: "Because it's so beautiful and will be

chock-full of wonderful and amazing events and arts, and create an environment for local arts and performers to do their work in receptive spaces."

But Goldberg's personal story really makes the most compelling statement about the potential impact of the Overture Center.

As a seventh grader living on the East Coast, his aunt had tickets to the Metropolitan Opera, which ended up in his hands. So he made an adventure out of it, making the journey downtown on a school night to experience something he had no idea whether he'd love or hate.

"I've learned and cared about opera ever since" he said. "I've worked, and I've directed. It was fortuitous — not planned at all! It clicked in my psyche."

Later, in the fall of 1960 as a freshman at UW-Madison, another fortuitous event occurred. "I was sitting in my

dorm room (no girls, no drinking, no Sheepshead,)" he said with a laugh, "and someone walked by and asked me if I wanted to help strike a set. Next thing I know I'm walking into Union Theater. I had never been backstage before — and I spent next 35 years there." Goldberg continued his English undergraduate studies, then majored in Theater in graduate school.

"That's why educational outreach so important," he explained. "You never know which event will transform people."

The Overture Center will have many programs in place to pull students and low-income residents into the Overture Center.

What does the Overture Center mean for the city?

"We don't know exactly, but will find out as we go along," Goldberg said.

"Overture will be here 100 years. In five years we'll look back and see the impact. It may be very different from what we've envisioned. It's all about opportunity — a tremendous opportunity with a responsibility to transform that opportunity into reality — which will be defined by everybody."

Growing our own professional artists and residents who are passionate about the arts is key to a vibrant and sustainable local economy — one rooted deeply in the humanities that will impact individuals not only in this city and state, but nationally and internationally. Idealistic? Not in the least. Reality begins with one thing: a vision. As Goldberg, says, the rest is up to us. ■

Counting Carbs? Count on Uno's



These days, lots of folks are watching their diets by cutting down on carbohydrates. At Uno, we're ready for you with some of the best dressed salads around, lean juicy steaks, seafood and chicken from the grill. And now, a very special selection of carb-cutting sensations created expressly to fit your diet.

Madison

Downtown, At State & Gorham
608-255-7722

East, 3010 Crossroads Drive
Across from Eastgate Cinemas
On High Crossing Blvd.
608-244-3266

West, 7601 Mineral Point Road,
Between West Towne &
The Point Cinemas
608-833-3266

Milwaukee

At Moorland & Bluemound
Elm Grove
262-821-1755

www.unowisconsin.com



"Best Food Around."™

See page 14 for Grand Opening Overture Center Events