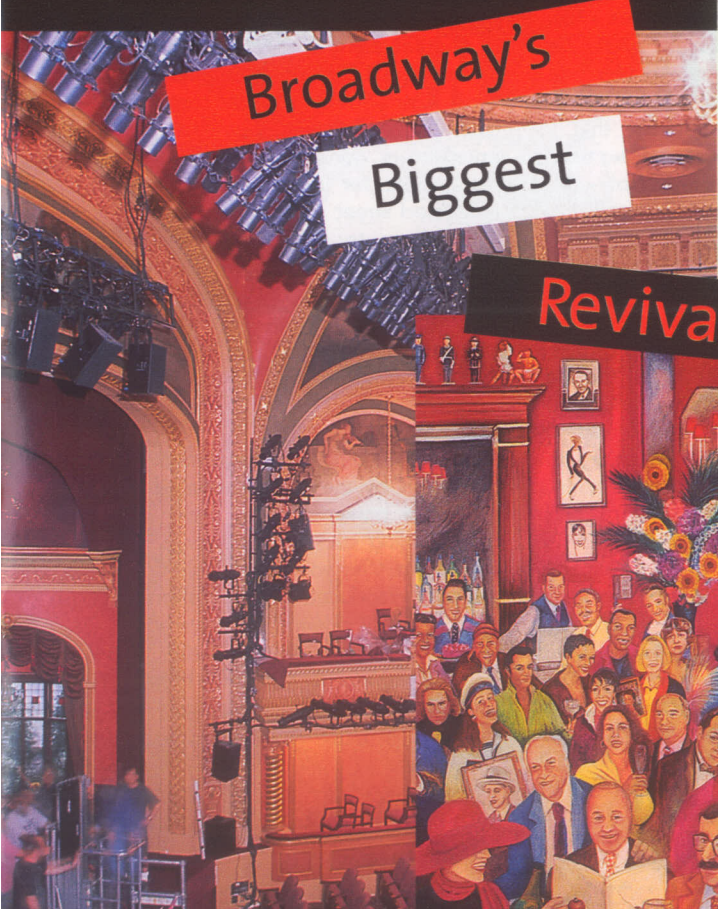


NEW VICTORY

The New 42nd Street



Broadway's

Biggest

Revival



New 42nd Street



PHOTO: PHILIP GREENBERG

Marquee at Tishman's E Walk complex heats up the night.

It's no more than an 800-ft. stretch of pavement, but 42nd Street between Broadway and Eighth Avenue is one remarkable piece of real estate. Once the shining center of live theater, the street spiralled slowly downward for decades, only to re-emerge after an amazing renaissance to draw visitors back in record droves.

The rebirth of the new 42nd Street is a riches-to-rags-to-riches story in the best Busby Berkeley tradition. Through the early decades of the 20th century, crowds flocked to its legitimate theaters, which were bursting with luminaries like Claudette Colbert, Fred Astaire and Douglas Fairbanks. But as popular tastes changed, these Broadway palaces increasingly played host to vaudeville, burlesque and—ultimately—triple-X movies. Unsavory sidewalk action soon followed. By the 1970s, even the city's most ardent supporters dismissed the blighted block as a lost cause.

Fortunately, a handful of public and private visionaries refused to let 42nd Street die. Using the crumbling theaters that lined the block between Seventh and Eighth Avenues as a springboard, they launched a bold renovation program that brazenly defied the odds.

Today, 42nd Street is once again a bright and buoyant destination with irresistible family appeal. In fact, it's entirely possible to spend a day—or even a weekend—in this high-voltage urban amusement park without once hearing those most dreaded of words: "I'm bored."

Checking In

Imagine a close-to-home getaway that has it all: Exciting scenery, compelling attractions, world-class entertainment, abundant dining options and guaranteed great souvenirs. Add easy access by public transportation and a refreshing lack of long lines, and the appeal of this metropolitan mini-escape can only increase.

For a total-immersion adventure (and isn't that the best kind?), set up camp in the heart of the action. The new Hilton Times Square (234 W. 42nd Street), perched atop the Forest City Ratner entertainment complex, boasts a striking, Mondrian-inspired facade well-suited to its vivid sur-

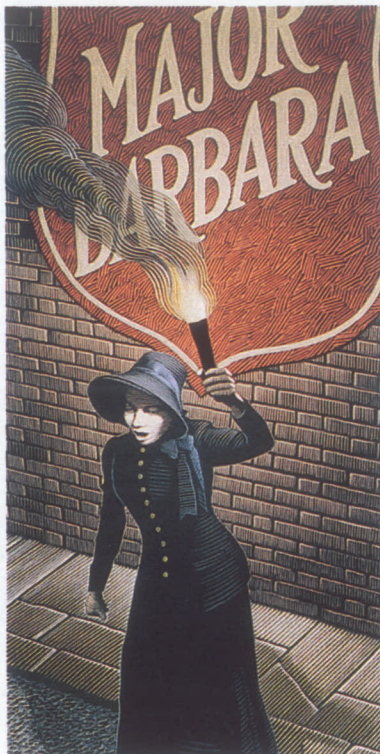


PHOTO: SCOTT MCKOWAN

The Roundabout's production of the George Bernard Shaw classic, "Major Barbara," will run through September 2.

roundings. Rooms and suites (444 in all) start on the 23rd floor, all providing generous views of the city scene below. Guest amenities include all the modern bells and whistles, like high-speed Internet access, two dual-line speakerphones (great if there's a teenager in tow), a CD player, Pay-Per-View movies, video games and free HBO. Through September 9, The Hilton is offering a special package that includes a one-night stay and two tickets to the Broadway hit revival of—what else?—"42nd Street." For details, call reservations at 212/840-8222.

By fall 2002, the Hilton will be joined by another deluxe 42nd Street lodging option, the 858-room Westin New York at Times Square. For reservations, call 212/921-9575. The final stage of the E Walk retail and entertainment complex developed by Tishman Realty & Construction, the \$322-million Westin boasts a futuristic design featuring a 45-story glass tower that resembles two prisms split by an arc of light.

Seeing the Sights

A daytime stroll down the new 42nd Street can be an eye-popping lesson in urban architecture. Whether it's the painstaking renovation of a historic theater or a state-of-the-art edifice

designed from scratch, the street remains faithful to its bright, bawdy Broadway roots. Almost everywhere you look, there's a whimsical visual surprise, from the colossal golden hand poised above Madame Tussaud's Wax Museum, to the 25-ft. replica of a Wurlitzer juke box, which serves as the entrance to the Broadway City video arcade.

Make sure to catch the show after dark as well, because that's when the new 42nd Street pulls out all the stops. Every square foot of space is ablaze with blinking marquees, glowing video screens and pulsating neon billboards, all paying tribute to the legendary Great White Way.

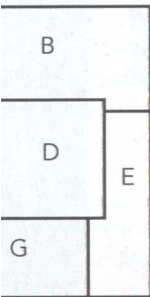
The newest of these electronic wonders is a huge, wraparound "sign spectacular" courtesy of Target Stores. The middle-American merchandiser, much beloved by hip Manhattanites, mesmerizes passersby with a multipart sign whose centerpiece is a 49-foot-high, neon and silver lamp filled with bobbing red bull's-eye blobs. Twenty-foot high letters spell out the ardent message: "I LAVA NY."

Another can't-miss component of this nocturnal light spectacular is The New 42nd Street Studios complex (229 W. 42nd Street), home to the eponymous non-profit organization responsible for reviving the once-enebbled street. This 10-story tower uses computer-controlled exterior lighting to create a collage of changing color that seems to express the building's many moods. Bottom line? It's really cool to watch.

Star Productions

Though the combined mega-wattage generated by these top destinations can be a powerful draw, there are other shining stars on the new 42nd Street that offer youngsters an unforgettable introduction to live performance. When it opened six years ago, The New Victory Theater (209 W. 42nd Street) was the first of the block's spectacular reclamations, setting in motion the remarkable changes to

continues



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 Madame Tussaud's marquee
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New 42nd Street

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The non-profit theater, built in 1900 and home of the 1923 hit, "Abie's Irish Rose," is now an affordable venue for hip, quality family entertainment that's a far cry from the "saccharin pro-budget" kiddie offerings so often found here, says Cora Cahan president of The New Street.

Over a single season, young audiences are treated to an astonishing array of high-energy performances, from energetic dance pieces by the internally-renowned Parsons Dance Company, to raucous physical comedy of Anti-Gravity in their "Crash Test Dummies."

The New Vic's eclectic 2001-2002 season begins on September 7 with "Life is Rhythm," an intimate performance by an all-male ensemble of dancers and live musicians from Barcelona, Spain. To order tickets to this and upcoming shows, call Tele-charge at 212/239-6200; or for further information log on to www.newvictory.org.

The Roundabout Theater Company is another player in the 42nd Street saga. After a \$21.5 million renovation, the peripatetic organization has finally settled down in its new digs at the AmeriAirlines Theatre (227 W. 42nd Street), bringing the B-movie house called the Selwyn back to its former gilded splendor. The highly-regarded non-

profit company scored its first major Broadway hit with the 1992 production of "Anna Christie," starring Natasha Richardson and Liam Neeson, and continues to reap critical acclaim for its innovative new works and classic revivals.

From July 12 through September 2, the Roundabout presents George Bernard Shaw's hilarious social satire, "Major Barbara," starring Dana Ivey and Cherry Jones. For tickets and information, call the Roundabout at 212/719-1300.

Finally, for an evening of nostalgia, take the family to the Ford Center for the Performing Arts (213 W. 42nd Street) for the Tony-nominated revival of—you guessed it—"42nd Street." This quintessential Broadway musical, with its star-is-born story, lavish costumes and score of hit standards, features the most dazzling ensemble tap dancing ever seen on the Great White Way.

For tickets and performance schedules, call Ticketmaster (212/307-4100), or log on to www.42ndstreetbroadway.com.

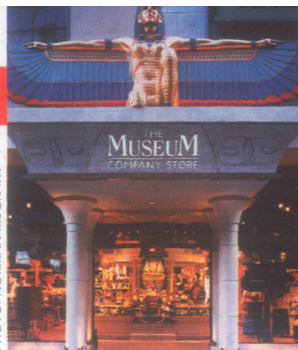


PHOTO: NORMAN McGRATH

The Museum Company Store.

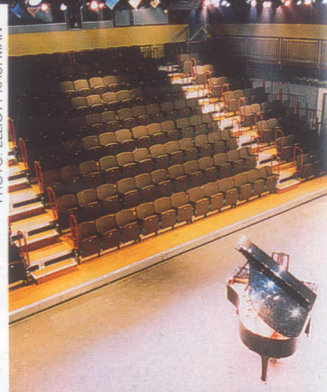


PHOTO: JOAN MARCUS

Above right: Tony Award-winner Nathan Lane in the Roundabout's opening production of "The Man Who Came to Dinner."

PHOTO: ELLIOTT KAUFMAN

Right: The Duke on 42nd Street was named in honor of philanthropist Doris Duke, whose foundation awarded the theater a \$3.5 million grant.



Lower right: Christine Ebersole in the Tony Award-winning "42nd Street."

Family Fun

In case you've been hiding under a rock, your kids will be the first to tell you that Times Square is home to many of the hottest tickets in the country, and some of them are right on the new 42nd Street. Since its opening at the sumptuously-restored New Amsterdam Theater (213 W. 42nd Street) in late 1997, Disney's "The Lion King" has been shattering Broadway records, and continues to delight sold-out audiences.

The elegant Chez Josephine (414 W. 42nd St.) is an upscale choice for a pre-curtain dinner. This nostalgic Theater Row outpost, owned by Jean-Claude Baker, is named after his mother, the celebrated chanteuse Josephine Baker. The tempting menu offers an eclectic combination of French cuisine with a Southern accent (kids will love the fried chicken). For reservations, call 212/594-1925.

Though none of the stars move a muscle, Madame Tussaud's New York (234 W. 42nd Street) is another attraction that's been packing in eager crowds—including countless school groups—since its doors opened last fall. Like its legendary London counterpart, this interactive wax museum lets guests roam free among the remarkable wax "portraits" that populate its five-story, \$50 million premises.

Visitors begin with an elegant cocktail party, where they get "up close and personal" with New York celebrities like Woody Allen, Donald Trump, Yoko Ono and Mayor Rudolph Giuliani; or they can share the latest Hollywood gossip with just about everyone from Brad Pitt to Bette Midler. Moving through the strikingly detailed exhibits, you'll see Madame herself during the French Revolution (complete with a live-action beheading);



PHOTO: JOAN MARCUS



you stay in the core, stay in it's core.



234 W. 42nd Street
between 7th & 8th Avenues
New York, NY 10036
212-840-8222

From **\$179** per room per night
The newest show in town is the exciting Hilton Times Square. Located in the heart of Broadway, near shopping, sightseeing and bustling nightlife. The hotel's contemporary design is accented with artwork commissioned through the Public Art Fund. The oversized guest rooms and suites located on floors 23 and higher feature spectacular views. For reservations visit hilton.com, or call your professional travel agent, **1-800-HILTONS** or the Hilton Times Square at **212-840-8222**.

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New 42nd Street

...es
...a with a vast array of 20th century world lead-
...nd witness a demonstration of the pains-
...methods used to create a wax portrait.

High-Tech Thrills

...ossible to keep kids entertained for an entire
...nd without access to e-mail or video games?
...bly not. So head over to the easyEverything
...et Café (234 W. 42nd Street) and let them
...quick, inexpensive computer fix. This flag-
...J.S. mega-café features 800 state-of-the-art
...hat can be accessed for as little as
...15 minutes.

...ck at E Walk, game enthusiasts of
...age will be dazzled by Broadway
...state-of-the-art amusement arcade.
...ng this summer, the 3-story complex
...pen an additional 6,000-sq.-ft. "com-
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...ust chilling in front of the big screen
...a bucket of popcorn sounds more
...ng, the new 42nd Street delivers
...ne, not two, but 38 different movie
...es. Check out E Walk's 13-screen
...s Movie Theatres, featuring stadium
...ng and digital sound; or Forest City
...r's 5,000-seat, 25-screen AMC
...re megaplex across the street.

Token of Your Visit

...her you're searching for a souvenir or just for-
...o pack someone's toothbrush, chances are
...find what you need right here. Cosmetics
...carries sundries and the hottest of makeup
...skin care lines. Find a magazine among the
...titles at Universal News (234 W. 42nd Street).
...ew Sanrio Store (233 W. 42nd Street) carries
...d-edition collections of Hello Kitty™ prod-
...irect from Japan. Fans of the Bronx Bombers
...woon over the official merchandise at the
...e Clubhouse (245 W. 42nd Street). And, for a
...cultured experience, The Museum Company
...of Tishman's E Walk complex) sells tasteful
...ductions of art, sculpture, jewelry and toys
...on authentic museum collections. □



PHOTO: NORMAN McGRATH

TALE OF A STREET TRANSFORMED

With its sidewalks filled with chattering school-children, it's hard to believe that 42nd Street was a grim and hostile landscape before December 1995. That's when the New Victory Theater opened, igniting a wave of development that has rolled across this fabled street.

"When I saw the first stroller five years ago, I knew a transition was taking place," recalls Cora Cahan, president and prescient force behind The New 42nd Street, Inc., the non-profit organization charged with resuscitating the New Victory and six other historic theaters on the block.

Back in 1990, Cahan and a newly-assembled team of distinguished New Yorkers were given a mission by the city and state: return 42nd Street to its former status as a premier destination for popular art and entertainment. Among other things, this meant finding a dynamic combination of tenants to restore the old theaters for a variety of uses. The New Victory was the first step in creating this mix.

Work began on the New Victory in 1994. From there, Cahan divides the street's evolution into two distinct phases: "Before Disney," when it seemed possible that the New Victory might stand alone; and "After Disney," when the pace of change began to accelerate "astonishingly." The entertainment giant's agreement in December 1994 to restore and operate the New Amsterdam Theatre created a flurry of activity. Within six months, Livent, the Toronto-based theater owner and operator, agreed to merge the old Lyric and Apollo theaters into the new Ford Center for the Performing Arts, which debuted in December 1997 with the musical "Ragtime."

Meanwhile, Forest City Ratner was negotiating the lease of the Liberty, Empire and Harris theaters to create the five-story entertainment and retail complex that today includes Madame Tussaud's, the Hilton Times Square and the AMC Empire 25 Theater. The old Selwyn was rescued in 1997, when the Roundabout Theatre Company agreed to make it the main stage for their repertory of classic plays and musicals. The renamed American Airlines Theater re-opened in July 2000 with a revival of "The Man Who Came to Dinner," starring Nathan Lane.

But perhaps the most exciting development of all was the construction of the 10-story, \$31 million New 42nd Street Studios building, completed last June. In addition to serving as the organization's headquarters and the home of the 199-seat, black-box theater, The Duke on 42nd Street, this light-filled, modern space provides the city's performing arts community—including the Roundabout and the Parsons Dance Company—with desperately-needed rehearsal, studio and office space. Says former dancer Cora Cahan of the shimmering new building, "We staked out a claim smack in the middle of 42nd Street for artists."

Top: Although there's no store in Manhattan yet, Target is building a huge sign on the new 42nd Street.

Center: A spacious suite at the Hilton Times Square.

Broadway City re-creates nostalgic street scenes from 1930s New York.

The boom started in an old
massage parlor, and then came
a new landmark called...

CHEZ JOSEPHINE

On Theater Row since 1986

"An homage to Josephine Baker,
this spirited Bistro is a delight!"

The New York Times

