



The Stanley Theatre

Center for the Performing Arts

Utica, New York

The Stanley Theatre opened in September 1928 as a movie palace for silent films. The theatre was constructed in just 13-months with 2,963 seats. It was designed by the famous architect, Thomas Lamb, who is considered one of the foremost theatre designers of the 20th century.

Lamb was called the “King of Theatres” and his firm designed over 300 theaters worldwide, achieving recognition as the leader of the boom in movie theatre construction of the 1910s and 1920s.



Lamb remained a local celebrity having owned a camp in the Adirondacks.

The Mastbaum family of Philadelphia, noted movie theatre magnates and philanthropists, built the theatre ahead of selling their company to Warner Bros. Pictures in honor of the youngest brother, Stanley.

The Stanley Theatre boasts Mexican Baroque design.

It is evident everywhere – from the Cupids and the quatrefoils in the lobby, to the ornate proscenium arch with angels supporting the crown over the center of the stage.



The lavish design is also referred to as Churrigueresque Style, after the Churriguera brothers, Spanish architects of the 18th century.

Their signatures was piled ornamentation creating fantastic architectural forms.



In 2008, a chandelier specifically designed for the dome in the theatre was constructed and hung by Utica based Meyda Lighting. The fixture weighs 6,500 lbs. and is lit with LED bulbs. The concept incorporates the designs from other original fixtures around the theatre. Envisioned by Uticanative Tony Santucci, The Stanley Theatre continues to boast the largest free-hanging chandelier in the world.



The star pattern on the ceiling above the proscenium arch shows a distinct Moorish influence, as do the painted ceiling Arabesque patterns throughout the building. The amalgamation of the Mexican Baroque motifs with Moorish also highlights the beginnings of Art Deco.





The Stanley Theatre is not only a beacon in Utica, N.Y., but plays an integral part in the role of theatres across America. Individuals around the globe have sought out The Stanley Theatre to become part of its legacy and support the venue through numerous financial avenues.

Ways to maintain the historical significance of The Stanley Theatre have grown over the decades.



Donors financially commit to making sure The Stanley Theatre survives.

Today, the theatre receives financial support by a variety of avenues through its dedicated program –

Project Generations

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Project Generations is a multi-year program leading up to The Stanley Theatre's 100th Anniversary. The program engages with patrons, donors, and financial planners with the goal of pursuing the theatre's core objectives through financial support. Among these are:

- Historical Restoration
- Building Safety and Security
- Programming Expansion and Diversification
- Event Presentations
- Media Activation and Education through Live Performance, Radio, and Motion Picture & Television Production

Through **Project Generations**, the Executive Director works with individuals, families and organizations to evaluate the best donation path for their financial and personal needs in securing the historical significance of The Stanley Theatre.



Project Generations allows individuals, families and organizations to financially support The Stanley Theatre through a myriad of avenues that fulfill their personal and organizational goals. Some options include, but are not limited to:

- Individual and Family Donation Programs
- Corporate Commitments
- Donor Advised Funds
- Stock Transfers
- Will and Estate Plan
- Employer Match Programs

A gift to The Stanley Theatre entitles the donor to a charitable deduction against their income tax if the deductions are itemized.

Strategic theatre assets can be considered for dedication based on the financial contribution and the term of commitment.



Why **Project Generations**?

Project Generations transcends time – it is about the past, the present and the future.

It is a nod to the past and the **Generations** who conceived and built this masterpiece.

It is a bow to those **Generations** who followed, who struggled and fought to keep this theatre alive.



It is a salute to today's **Generations** who work closely with the theatre to keep it working and accessible to our community, region, state and nation.

And most importantly, above all, it is to secure The Stanley Theatre for the **Generations** who will follow us.



To imagine what Monday, September 10, 1928, felt like to be in Utica may be hard to comprehend. Undoubtedly, the best ticket in town was the gala opening of The Stanley Theatre that evening.

The movie feature was “Ramona” starring Delores Del Rio with Warner Baxter and Roland Drew.



That night the legendary staircase, modeled after the Grand Staircase on The Titanic, saw the first of its ***Generations*** to enjoy the beauty of The Stanley Theatre.

It has been often said by its Executive Director Lisa Wilsey that *“being inside The Stanley Theatre is like being inside of magic... the memories start as soon as its doors are opened for you.”*

Join us... become a part of history!



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