



FOR IMMEDIATE RELEASE:

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ASSETS:

Digital short ft. Rose Kennedy Schlossberg & interviews with project principals: [CLICK HERE](#)

Architectural and festival photography: [CLICK HERE](#)

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**The John F. Kennedy Center for the Performing Arts
announces**

The Official Opening of The REACH

The Kennedy Center's First Expansion Since Its Opening in 1971

*Today's opening kicks off a 16-day festival featuring more than 1,000
artists and 500 free events, September 7–22, 2019*

(WASHINGTON)—This morning, several thousand visitors and artists joined together to inaugurate [the REACH](#), the John F. Kennedy Center for the Performing Arts' historic, \$250 million expansion project. Envisioned as a 21st-century cultural campus and arts incubator, the REACH is earning [early critical praise](#) for its accessible, community-centric programming and innovative design that offers a window into artists' creative process.

The day's celebrations began with a parade of local and national artists curated by Carrie Mae Weems and the Musicianship that led artists and revelers through the streets of Foggy Bottom, past the entrance of the original Kennedy Center, and onto the REACH campus. The concept piece traced the past, present, and future of the nation's cultural center and the living memorial to President Kennedy.

Washington, D.C. Mayor Muriel Bowser, Kennedy Center Chairman David M. Rubenstein and Kennedy Center President Deborah F. Rutter welcomed visitors and offered remarks. Kennedy Center Artistic Director and Vice President of Social Impact Marc Bamuthi Joseph dedicated the REACH with his *Re-Declaration of Creative*

(more)

Independence, an original, communally performed choral poem, featuring Alfre Woodard, Tatiana Chavez, David Brooks, Rachel Martin, and violinist Daniel Bernard Roumain. [Click here to read the text of *The Re-Declaration*.](#)

REACH Opening Festival celebrations continue through September 22 with more than 500 free performances and events. Featuring themed days, programs ranging from master classes and workshops to participatory performances, interactive installations, hands-on learning activities, DJ sets and dance parties. Local and national headliners include Arrested Development, De La Soul, Kronos Quartet, Roomful of Teeth, The Second City, Thievery Corporation, Debbie Allen, Yalitza Aparicio, Trombone Shorty, Renée Fleming, Judah Friedlander, Robert Glasper, Angélique Kidjo, Alan Menken, Tiler Peck, Carrie Mae Weems, Mo Willems, and Dan Zanes, many of whom will connect with audiences not only through performance but also through residencies and workshops for the creative spirit in us all. For a complete schedule, visit www.kennedy-center.org/reach.

STATEMENTS

As the nation’s cultural center, the Kennedy Center strives to reflect and advance the cultural interests of our community. More and more, today’s audiences crave connection—with art and with each other—while artists and arts organizations desire customized spaces that nurture their creative endeavors. The REACH will fulfill many of those needs, all within a one-of-a-kind design that is a work of art in and of itself. We imagine an energized, active space where visitors can go behind the scenes, observe an intimate performance, or simply sit and enjoy the stunning architecture and river views, surrounded by the energy of art in progress.

—Kennedy Center President Deborah F. Rutter

The REACH is a one-of-a-kind building, and we see it as a “forever building,” not simply because we want it to be around for a long time, but because there is a memorial aspect to our work here at the Kennedy Center. We are President Kennedy’s living memorial, and we take that responsibility very seriously. The REACH is bold, it is necessary, and as you can see, it is absolutely stunning.

—Kennedy Center Chairman David M. Rubenstein

The Kennedy Center, and a vision for a national cultural center, inspired my design of the REACH. The real test of architecture is in the experience, and my great hope is that the design and the function of the REACH meld into an experience that is timeless. I am very thankful for this opportunity.

—Steven Holl, architect

IN THE NEWS

“[The REACH] is warm and subtle, full of gentle arcs, startling reveals, and lively shadows. More importantly, it’s an example of how long-simmering architecture can seem suddenly urgent when, at last, it’s done.”

—*New York Magazine*

“A beautiful maze....lightness, movement, intimacy.”

—*The Atlantic*

The REACH, named in honor of President Kennedy’s aspirational vision of the arts and in capital letters, signal[s] something big in the nation’s capital.

—*PBS NewsHour*

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