LA MAMA
RESTORE A BUILDING.
REMAKE A WORLD.
74 EAST 4TH STREET
La MaMa Experimental Theatre Club is dedicated to the artist and all aspects of the theatre and has a worldwide reputation for producing daring work in theatre, dance, performance art, and music that defies form and transcends boundaries of language, race, and culture. In addition to being an integral part of New York City's cultural landscape, La MaMa is a global organization with creative partners and dedicated audiences around the world.

Theatre legend and visionary Ellen Stewart founded La MaMa in 1961 in a small basement on East 9th Street. Today, La MaMa is located in four buildings comprising 88,000 square feet in Manhattan's East Village. La MaMa's campus is home to four theatres, an art gallery, a six-story rehearsal studio building, a visiting artist dormitory, office spaces, and an extensive archive documenting the history of Off-Off-Broadway.

Ellen Stewart, 1968
Photo by Herb Migdoll
LA MAMA MASTER PLAN

La MaMa Experimental Theatre Club’s Master Plan for its four properties in Manhattan’s East Village ensures its place as a “home to, and champion of, brash and venturesome artists” (The New York Times) for decades to come. This $50 million construction project to renovate and restore La MaMa’s four properties will be undertaken in three distinct phases.

Phase 1 of La MaMa’s Master Plan targets the complete renovation and historic restoration of its landmark building at 74 East 4th Street.

Phase 1
74 East 4th Street

Phase 2
66 East 4th Street

Phase 3
47 Great Jones Street

Phase 3
6 East 1st Street

"A HOME TO, AND CHAMPION OF, BRASH AND VENTURESome ARTISTS."
– The New York Times
Built in 1873, La MaMa’s landmark building at 74 East 4th Street is a creative home, where artists of different identities, ideologies, and aesthetics gather to take creative risks—here, they have the freedom to be themselves. When it was purchased in 1967 by founder Ellen Stewart, the four-story, red-brick structure that stands strikingly apart even today was but an empty crumbling shell. There were no floors or ceilings, and when Ellen looked up she could see the sky. With money borrowed from friends and well-wishers, Ellen then set about restoring the building and created an institution.

Since La MaMa settled along East 4th Street 50 years ago, the neighborhood around it has changed drastically. Yet La MaMa continues to embrace every person in its community, from around this block and from distant continents. La MaMa is home not only to its artists, but to those who visit time and again to experience stories. And it is these stories, and the walls in which they resound, that make La MaMa.

In an increasingly globalized and networked world that grows evermore intolerant, La MaMa holds its ground as the nexus of divergent identities and ideologies. This is the place where people meet people, and art emerges from within their encounter.

Once rescued to create a theatre, La MaMa’s building needs to be rescued once again.

Restore a building. Remake a world.
La MaMa’s building at 74 East 4th Street is an irreplaceable resource, providing a welcoming home to artists at all stages of their careers and community members of all backgrounds. It was, and is, a major training ground for generations of theatre artists.

Located on East 4th Street between Bowery and 2nd Avenue in Community Board 3, La MaMa’s spaces serve the people of the Lower East Side in Manhattan, a neighborhood filled with a variety of cultures, religions, incomes, and languages.

The renovation and restoration of 74 East 4th Street’s 10,500 square feet will improve La MaMa’s ability to support artists. With acoustically separated performance spaces making daytime activation possible, La MaMa will also expand its educational and artistic programming for our socio-economically and culturally diverse community.

The restored facade of 74 East 4th Street replaces the old brick infill with a vibrant storefront that invites street interaction. With the ground floor now level with the street, La MaMa can be truly welcoming of ALL people.

Major project components include:
- Installation of an elevator and building-wide ADA compliance
- Upgraded mechanical, electrical, and plumbing systems to create a safe, energy-efficient environment
- Two performance spaces, and an enlarged lobby/gallery to expand programming options
- Addition of dressing rooms, restrooms and artist work spaces to improve the audience’s experience and artists’ resources
- Masonry and façade work, in compliance with its landmark status, including installation of an insulated glass storefront and doors, to improve visibility and make the entrance more welcoming.
La MaMa has operated in the same spaces for decades, with the same program models. These newly renovated spaces will enable La MaMa to create and offer new activities, and explore ways to best serve the community.

Our goal is to make the building not just a venue to see performances, but also a place for community members to gather and participate in a variety of cultural activities. The new, larger lobby and more open façade will transform the block and encourage foot traffic and increased engagement from East Village residents and community members.

“ONE OF NEW YORK’S TOP OFF-BROADWAY THEATRES”
– NBC TV
THE UPSTAIRS

This multi-purpose flexible space (700 square feet) will accommodate up to 74 people, serving youth, adults, and seniors with a wide range of theatre, community, and educational programs.

The addition of the adjacent exterior terrace will also make this an attractive space for daytime and evening events and space rentals.

THE CLUB

The Club Theatre (1,250 square feet) will accommodate up to 115 people. Its increased height and upgraded audio-visual equipment make it versatile for interdisciplinary work. It can be configured in multiple audience performance setups, and will host a mix of small theatre ensembles, multimedia performance/installations, cabaret, single performer, spoken word, and music performances. With the original brick walls, this space maintains La MaMa’s early “coffeehouse” aesthetic.
Since 1961, La MaMa has anchored the East Village performance scene, supporting more than 150,000 artists. To date, La MaMa has presented more than 5,000 productions with artists from 70 nations. La MaMa’s programming is culturally diverse, cross-disciplinary, and draws audiences from all walks of life. As a creative home for artists, La MaMa brings together a broad range of perspectives to articulate a new, inclusive worldview.

“LA MAMA REMAINS A DEPENDABLE DESTINATION FOR AMBITIOUS, INNOVATIVE ART OF ALL STRIPES”

-Downtown Express

Blue Man Group in “Tubes”, 1991
Photo by Martha Swope
La MaMa is a recipient of more than 30 Obie Awards and dozens of Drama Desk, Bessie, and Villager Awards. Countless artists worked at La MaMa early on in their careers, many of whom have made important contributions to American and international arts milieus.

Artists such as Tom O’Horgan, Scott Wittman, and Julie Taymor went on to define American Theatre, with *Hair*, *Hairspray*, and *The Lion King*, respectively. Other artists who did early work at La MaMa include: Blue Man Group, Bette Midler, Steve Buscemi, Ping Chong, Robert DeNiro, Andre De Shields, Danny DeVito, Olympia Dukakis, Harvey Fierstein, Philip Glass, Diane Lane, Sam Shepard, Patti Smith, Elizabeth Swados, and Andy Warhol. Even after successful careers on Broadway, and in television and film, many artists return to La MaMa to make new work that they feel they cannot try anywhere else.

“A REMARKABLE SPRINGBOARD FOR AN IMPRESSIVE ROSTER OF PROMISING PLAYWRIGHTS, DIRECTORS, AND ACTORS WHO WENT ON TO ACCOMPLISHED CAREERS IN BOTH MAINSTREAM ENTERTAINMENT AND IN PUSH-THE-ENVELOPE THEATRE.”
– The New York Times

*Bette Midler in “Miss Nefertiti Regrets,” by Tom Eyen, 1965*
*Photo by James Gossage*
COMMUNITY & EDUCATIONAL PROGRAMS AND PRESENTING PARTNERS

Educational and community programs include La MaMa Kids, The World Theatre Class for college students, La MaMa Archives, Coffeehouse Chronicles, Safe Harbors Indigenous Collective, Co-Lab art and tech workshops for youth, as well as theatre and gallery presentations of student work from various educational institutions.

La MaMa partners with other presenting organizations to showcase local, national, and international artists.

Community, Educational and Presenting Partners include:

Native American Theatre Ensemble (N.A.T.E.) in front of 74 East 4th Street, 1971
Photo by Amnon Ben Nomis
LA MAMA FOSTERS VITAL ECONOMIC, CULTURAL AND SOCIAL BENEFITS IN THE EAST VILLAGE, NEW YORK CITY, AND NEW YORK STATE

70+
Productions annually, most of which are world premieres

5,000+
Productions to date

150,000+
Artists supported to date

34,000+
Visits annually

$3 Million
Of in-kind support to artists annually

8,000+
Free tickets to seniors, youth, and community organizations

3,500
$10 tickets offered annually through 10@$10 program

$8.5 Million
Annual Economic Impact in New York City

$9.5 Million
Annual Economic Impact across New York State

“[A MULTICULTURAL HIVE OF AVANT-GARDE DRAMA AND PERFORMANCE ART IN NEW YORK” — The New York Times

Taylor Mac in “Good Person of Szechuan,” 2013
Photo by Pavel Antonov
“EIGHTY PERCENT OF WHAT IS NOW CONSIDERED THE AMERICAN THEATER ORIGINATED AT LA MAMA”
– Harvey Fierstein to Vanity Fair, 1993

Photo Credit: Jason Schmidt for Vanity Fair
Construction Manager
Founded in 1923, Yorke Construction Corporation has firmly established itself throughout the New York City region as a full spectrum management and services company. Yorke Construction prides itself in offering personalized construction services to the greater metropolitan performing arts community, as well as local foundations, educational institutions, and high-end residential customers.

Government Relations
With nearly two decades of experience in government, community relations and public affairs combined, Samara Daly and Teresa Gonzalez bring their shared passion for New York City and an extensive knowledge of the political landscape to organizations large and small who are interested in expanding, building capacity and creating strong, lasting relationships in the public sector.

Goldstein Hall PLLC
Goldstein Hall PLLC is a full-service real estate law firm with a concentration in affordable housing and community development. Our clients range from for-profit and nonprofit developers, not-for-profit organizations, general contractors and builders, public and private financial institutions, and government agencies. Our commitment to the community extends beyond our offices; Goldstein Hall provides financial and personal support to key community organizations, trade associations, and nonprofits that further affordable housing, arts, education and social services, as well as economic development activities.
If you would like more information about La MaMa’s Capital Campaign or to get involved, please contact Managing Director Mary Fulham at mary@lamama.org, or 212-254-6468.

La MaMa welcomes the help and support of our community of friends, artists, and neighbors!

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“A PILLAR OF OFF OFF BROADWAY”
-The New York Times

Brooklyn United
Photo by Theo Cote