

HAMMER THEATRE CENTER REOPENS, HERALDING FUTURE OF ENTERTAINMENT WITH ALL-NEW LIVE STREAM CAPABILITIES

STUDIO QUALITY SETUP WILL SUPPORT LOCAL ARTS ORGANIZATIONS, BRING PERFORMANCES TO AT-HOME AUDIENCES

SAN JOSE, CA (17 September 2020) – **Hammer Theatre Center** in downtown San Jose announces its official reopening following months of closure due to the COVID-19 pandemic, with the iconic venue boasting brand new capabilities to support live streaming. In strict accordance with Santa Clara County’s health and safety guidelines, the hub for arts and entertainment will reopen to local arts groups, enabling them to stage performances streamed to at-home audiences via the Hammer’s newly installed studio quality high-definition multi-camera equipment system. With this new technology and its trained camera crews, the Hammer can offer arts organizations a venue for live streaming of shows including dance, music, theatre, talks, and more, with professional lighting, top-of-the-line sound system, and the ability to accommodate real scenery and other top production values. The venue is also able to sell online tickets with individually coded links for at-home viewers. “Part of what makes a performance special is watching it unfold on stage,” said Hammer Executive Director Chris Burrill. “Eventually we hope audiences will be able to return to view live performances inside our theatre. But until then, the Hammer will be able to bring the magic of a live show to audience members at home.” For information on renting the Hammer for a live streamed or recorded event, please email HammerTheatre@sjsu.edu or call 408-924-8502.

Owned by the City of San Jose and operated by San Jose State University, the **Hammer Theatre Center** is a state-of-the-art performance venue located in the heart of downtown San Jose at 101 Paseo De San Antonio, between 2nd and 3rd Streets. In July 2020, it announced the city’s approval to extend a contract for the university to continue operating the Hammer for up to 35 years. The Hammer’s latest tech innovations, crowdfunded by the community and installed over the summer, will allow the venue to continue offering its community vibrant productions through streaming now, while large public gatherings are prohibited, as well as in the near future, when

only smaller groups may be allowed in the audience. It also offers an alternative for the distant future, when public gatherings may once again be prohibited, and/or to provide accessibility to those unable to attend a live event in person. “This will be an exciting opportunity for local arts organizations to continue performing and sharing their work,” said Burrill. “It also opens up a wealth of opportunities in terms of viewers; bringing entertainment such as dance, music, and theatre to audiences who may be located outside of their usual geographical reach. We foresee a strong trend towards more people enjoying entertainment from the comfort of their own homes, and the Hammer is delighted to be at the forefront of this movement, helping local arts groups thrive in the aftermath of the pandemic.”

The 528-seat theatre has presented an array of offerings including outstanding professional productions, community-based works, SJSU shows, and concerts, as well as dance, music, talks, film screenings—even live aerial performances with dancers suspended outside, scaling the sides of the iconic blue building. In its 2018-19 season, the Hammer presented nearly 200 events, drawing more than 57,000 audience members. From jazz performances to mariachi extravaganzas, the popular *National Geographic Live!* speaker series to the acclaimed *National Theatre Live* film screenings, Cinequest film festival presentations, ballet and modern dance shows, kid-friendly performances, live art and more, the Hammer’s mission is to serve the community through artistic and educational programming that express the unique characteristics and diverse cultures of Silicon Valley. Arts groups interested in engaging the Hammer Theatre can visit www.HammerTheatre.com for information.

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PHOTOS: Media may download high-res photos at:
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