



PLAYHOUSE
SQUARE
CENTER
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**IDEA CENTER TO VASTLY EXPAND EDUCATIONAL
INITIATIVES OF PLAYHOUSE SQUARE AND IDEASTREAM**

CLEVELAND, OHIO – *July 5, 2004* – There is no doubt that current economic conditions are having a detrimental affect on the educational system both locally and nationally. Continual budget cuts have caused America’s youth to have their learning shortchanged in the form of limited access to information and decreased exposure to the arts. While statistics routinely show that children exposed to the arts have higher test scores, funding to engage students in these activities is being reduced or eliminated. Playhouse Square has a proud history of delivering arts and cultural opportunities for school age children, and arts related professional development workshops for adults.

The ideastream Educational Services group also delivers direct training and ancillary support for the public education system, through a variety of programs and projects, including more than 120 workshops offered each year for Early Childhood Educators and parents. ideastream television series or special programs (including *NewsDepth*, and *Science is the Solution*) support formal and informal lifelong learning. Interactive Distance Learning opportunities supported by ideastream enrich and enhance educational experiences for students through virtual field trips, online high school courses, post-secondary option courses, career exploration opportunities and collaborative activities between schools.

With the unveiling of the Idea Center, northeast Ohio students of all ages will have a powerful new resource for learning. The Center will provide ideastream and Playhouse Square with significantly increased capacity to bridge the gaps in the offerings of the public education system while also acting as an incubator and intermediary for the development of new and exciting educational initiatives.

Education-related highlights of the Idea Center

- New black box theater/studio **expands intimate performance offerings** (primarily to children and teenagers) in both variety and frequency.

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- Idea Center offers ability to **host national/international arts education conferences, festivals and artist showcases**. In January 2005, Idea Center will host the 29th Annual International Arts Showcase bringing 400 arts presenters to Cleveland.
- A dedicated space with added distance learning capabilities **expands the public's access to performers** via master classes, Q&A sessions, etc.
- **Broadened educational offerings/internships** through collaboration in the areas of arts administration, media arts and technical instruction.
- **Greater collaboration** with community arts organizations, school districts, businesses and non-profits.
- **Enhanced partnerships with local universities** to co-develop curriculum in the areas of arts and technology.
- Idea Center **solidifies ideastream and Playhouse Square commitment to educational outreach & programming** in order to best utilize the space.
- The Idea Center will have **two new classrooms designed for and dedicated to technology workshops**, expanding ideastream's ability to assist teachers in reaching their potential to help students. This will also allow broadening the market to include small businesses, community organizations, and senior citizens.
- With distance learning capabilities in every area within the Idea Center, educational services can **dramatically increase interactive video opportunities** for students, teachers and others.
- The collocation of technical, production, and educational staffs will **promote collaboration, increase creativity, and improve quality** in the development of multiple media products and services for lifelong learning.
- The communications network in the new facility will provide **instant access to all multimedia resources** for use in the production and development of educational products.
- **Wired environment** will permit every workspace and common space to become a production space, allowing the seamless integration of production with live educational programs, presentations, workshops, and distance learning events.
- The well-designed and integrated media environment will **more effectively engage educators and funding agents as partners** in the development and use of technology for learning.

