

CASE STUDY

CLIENT: Beacon Theatre

LOCATION: New York, NY

TIME PERIOD: Sept. 2008 - Feb. 2009

CONTACT: Elizabeth Bishko

TITLE: Director, Public Relations

PHONE: (212) 465-6360

PAINT SUPPLIER: Abbot Paint in Brooklyn, NY

PRODUCTS USED: Custom proprietary blend of Crescent Bronze paint

DESCRIPTION: A \$15 million comprehensive restoration



PROJECT

The Beacon Theatre opened in 1929, and in 1979, it became a designated national landmark. Years later, the theatre was in need of restoration in order to preserve its rich performing arts history. Crescent Bronze provided Abbot Paint, a local paint supplier, with a custom blend of its gold metallic paint that was used throughout the Beacon to help reestablish the theatre's original Art Deco style.



COMPANY

Known for its flawless acoustics, the Beacon has been a popular stop for many top acts: Michael Jackson, Jerry Garcia, Queen, and the Rolling Stones have all performed at the Beacon, which also has hosted numerous operatic events including "Madame Butterfly." Madison Square Garden Entertainment acquired the building in 2006 and led the restoration project.



RESULT

The Beacon renovation included new dressing rooms, a maple stage floor, and the restoration of several murals. New draperies with gold tassels replaced the tattered remnants to coordinate with the detailed gold painted moldings. Crescent Bronze products were selected for this project because the company was able to precisely match the color samples from the original structure.

"I have used Crescent Bronze numerous times. They offer a high-quality, durable, consistent product and are a great company to deal with," said Charlie Hoey, store manager of Abbot Paint.