

Events at
SEVERANCE

Promoter and Technical Guide

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W e l c o m e

America's Most Beautiful Concert Hall

Regarded by many music-lovers as one of the world's most beautiful concert halls, Severance Music Center opened in 1931 as the home of The Cleveland Orchestra. Designed by the Cleveland architectural firm Walker & Weeks, the building is named for John L. Severance and his wife, Elisabeth, who initially pledged a \$1 million for its construction. Elisabeth died unexpectedly early in the design process, and John Severance made additional contributions toward the building in her memory. The building's architectural significance has been recognized by local and national preservation societies, including the Cleveland Landmarks Commission and the National Register of Historic Places, and Severance Music Center is a recipient of the honor Award by the National Trust for Historic Preservation.

Let our first-class team assist you with your concert or event in our first-class performing arts venue. We welcome the opportunity to prove why 'music lovers call the historic Severance Music Center the most beautiful concert hall in the United States.



A \$36-million restoration and expansion of Severance Hall was completed in January 2000. The Two Year Renovation Project was undertaken to restore the hall's original detailing, expand its patron amenities and services, retain and enhance its legendary acoustics, and to update its performance and support spaces to once again provide a state-of-the-art home for the Orchestra. The highest goal of the project, designed by David M. Schwarz Architectural services of Washington D.C. was the preservation of Severance Music Center's acclaimed beauty and architectural integrity.

Los Angeles Times

'Severance Music Center is one of North America's most admired classical music venues....inside, it's "Rhapsody in Blue" meets "King Tut." Once you step into the grand foyer, you're swallowed by a mashup of Art Deco swoops and Egyptian Revival details.'

THE
NEW YORKER

'The home of the Cleveland Orchestra, Severance Music Center - may be the most beautiful symphony hall in America. The acoustics of Severance have a clean, evenly spread vibrancy that promotes the extraordinary precision, transparency, and balance.'

The New York Times

'The hall, magnificently restored, reopened in 2000 and it continues to shape the orchestra's sound. "Severance Music Center gives us wonderful feedback," Mr. Franz Welser-Möst said, "in colors, pliancy and intonation."

CNN

'Music lovers call the Cleveland Orchestra's historic Severance Music Center the most beautiful concert hall in the United States. This is one gorgeous place to experience not just Mozart and the usual sublime suspects but also the many up-and-comers Severance Hall premieres.'

Contacts

Event Administration and Sales

Melanie Snodell

Director of Guest Experience

216-231-7636

msnodell@clevelandorchestra.com

Morgan Krebs

Event Services Manager

216-231-7421

mkrebs@clevelandorchestra.com

Megan Gryder

Manager of Booking and Events

216-231-7511

mgryder@clevelandorchestra.com

Stage Productions

Ian Mercer

Production Manager

216-231-7578

imercer@clevelandorchestra.com

Ticket Office

Severance Music Center

Box Office

216-231-1111

800-686-1141

boxoffice@clevelandorchestra.com



Union Compliance

Severance Music Center is a union house under the strict jurisdiction of the International Alliance of Theatrical Stage Employees (IATSE).

- When using Mandel Jack, Joseph and Morton Mandel Concert Hall or Reinberger Chamber Hall, the presence and assistance of Severance Music Center's stagehands is required.
- Any items used on the stage or in the facility must be handled and/or monitored by the stagehands.
- Every client is responsible for all labor charges, including the complete load-in, set-up, strike, and load-out of stage equipment.

Wardrobe

Wardrobe needs must be coordinated with the Manager of Events. Severance Music Center has an agreement with the wardrobe union, IATSE Local 883.

Loading Access

The Loading Dock can accommodate two, 53' trailers side-by-side for loading and unloading. The Dock is two floors below stage level, and provides stage access at dock level. The dock is located on East Blvd next to the CWRU garage entrance (see p. 17 for orientation map).

Access to the stage is via a freight elevator with dimensions of 14'L x 7'W x 9'H. The capacity of this elevator is 8000 lbs.

No stage-related instruments or equipment may be placed on the loading dock without prior approval from the appointed MAA representative or without IATSE stagehand assistance.

Staging

JACK, JOSEPH, AND MORTON MANDEL CONCERT HALL

**Proscenium
Opening**
60ft

**Upstage Back Wall
of Shell**
39ft wide

**Stage Depth
with Pit Lift**
52ft deep

Downstage Lift Depth
8ft
*Can be at auditorium level
for additional seating*

There is no fly system, grid, or fly loft. Chain motors are prohibited.

Lifts

There are no man-lifts in the stage department.

Drilling, ailing, or other mechanical fastening to the stage floor are prohibited. Gaff tape is suitable for cable dressing, etc.

Acoustic Canopy

The acoustic shell in Severance Music Center is permanent, with no possibilities to alter.

Rigging

There are few rigging points due to the permanent acoustic ceiling/shell. Points may be dropped at the four lighting bays as well as the curtain track slot. These bays and slot span the width of the stage and are located 14', 22', 28', 36' and 42' from down stage center.

Severance Music Center has no rigging equipment available. Any and all rigging plans must be submitted in advance for approval by production office.

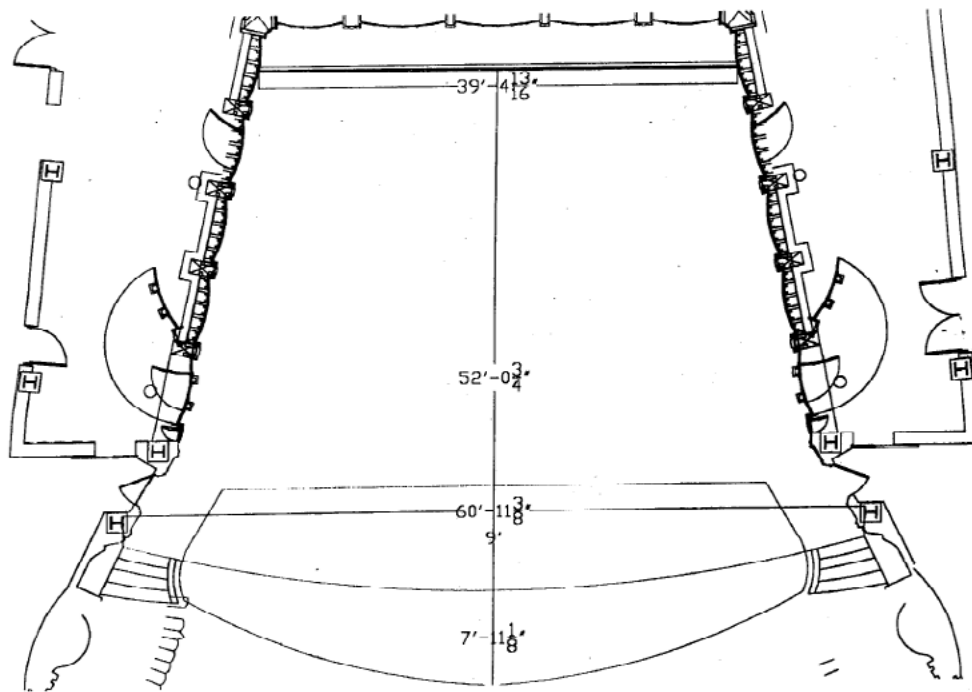
Please Note:

The Standard Jack, Joseph, and Morton Mandel Concert Hall set-up is a flat stage. Any approved riser configuration is at the renter's sole expense at the beginnings and end of engagement.

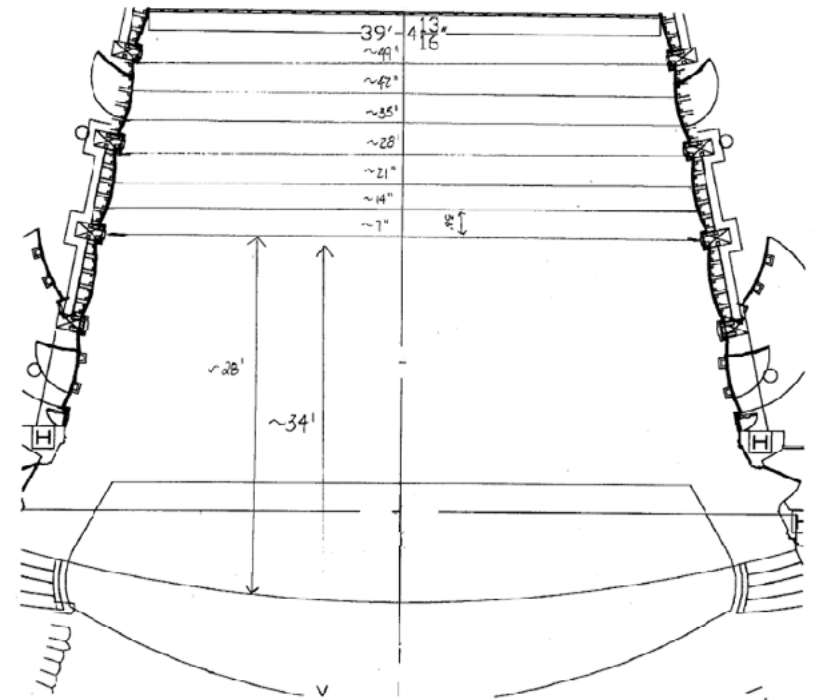
Diagram

JACK, JOSEPH, AND MORTON MANDEL CONCERT HALL

Standard Flat



With Chorus Risers



Audio and Lighting

JACK, JOSEPH, AND MORTON MANDEL CONCERT HALL

Audio

Yamaha OIV 96: 16-channel digital mixing console permanently mounted in control room.

(5) Yamaha TX4n digital amplifiers

(4) EAW LS832 speakers (permanently installed along FOH shell walls, downstage right & left)(8) Meyer VMI speakers underneath the surrounding balcony area

(2) Removable EAW 2164 speakers in custom built cabinets to provide balcony fill

(4) Permanently installed Meyer VMI speakers to provide stage fill and monitors

(4) Sennheiser 2000 Series handheld, wireless mics

(2) Lavalier Boltbacks with Countryman E-6 Mics

(2) Shure SM58 microphones

Please Note

4 Wireless Channels Total

General Lighting Information

- Full color wash throughout stage, as well as entire auditorium
- 100% color mixing capabilities
- The ability to focus ellipsoidal lights as specials.
- Two spotlights
- Option of uplighting (additional charges apply)

Lighting/Console & Control System

ETC Ion

Dimmers

ETC Network Rack for LED's

(322) 2. 4kw high rise time performance dimmers (15) 6.0 kw high rise time performance dimmers (30) Houselight dimmers

Control Positions

The lighting console can operate from one of two locations: DSR and the front of the house. The standard control position is from DSR.

Concert and Production Lighting

A standard plot of concert lighting is hung at all times in the concert hall. It consists largely of ETC PAR's hung on the acoustic canopy. Twenty-six 10° ellipsoidals are hung in the cove as front light. You can choose not to use the units hung in the cove. Concert lighting instruments are circuited individually.

Production Lighting Follow Spots: 2 Units: Lycian 1.2k Xenon

Equipment Inventory

ETC Source Four LED Series 2 Lustr

(55) ETC ColorSource PAR Deep Blue

(22) ETC D40 Source Four LED Tungsten

Follow Spots: 2 Units: Lycian 1.2k Xenon

Electrics

JACK, JOSEPH, AND MORTON MANDEL CONCERT HALL

Circuit Location Information

Location	Quantity	Amperage
Side Stage	54	20A
Side Stage	54	20A
First Tier Balcony Rail, Center	4	20A
First Tier Balcony Rail SL/SR, each	6	20A
Audience Catwalk	36	20A
Acoustic Canopy Catwalk	72	20A

Company Switch & Power

Company switches with tails needed

One – 400A – 3Ø 120/240 – SL

One – 400A – 3Ø 120/240 – Loading Dock

Stage Management Station

Communications

(1) Audio – Com PS 2000L (2 Channel Base Station)

(6) Telex Belt-Packs and Headsets

Video and Production

Video projection is normally done from the projection booth located in the rear of the hall, above the Balcony seating area. Depending on where the screen is placed, the throw is between 175' and 220'. There are two, 15 AMP 110V circuits and two, 20 AMP 230V with NEMA 620 connectors. Portable screen with rear projection surface (6' x 8') is available.

Video Monitoring

There are three available views:

1. Full Stage
2. Side Stage
3. Conductor View

Monitors can be placed throughout the hall for video needs.

Broadcast Truck

Broadcast trucks may park at the dock. Cable runs are through cable paths and "J" hooks hung from the walls. A total of 250 feet of cable is needed to get from the truck to the stage. There is one 400 AMP disconnect located at dock level to

Staging and Diagram

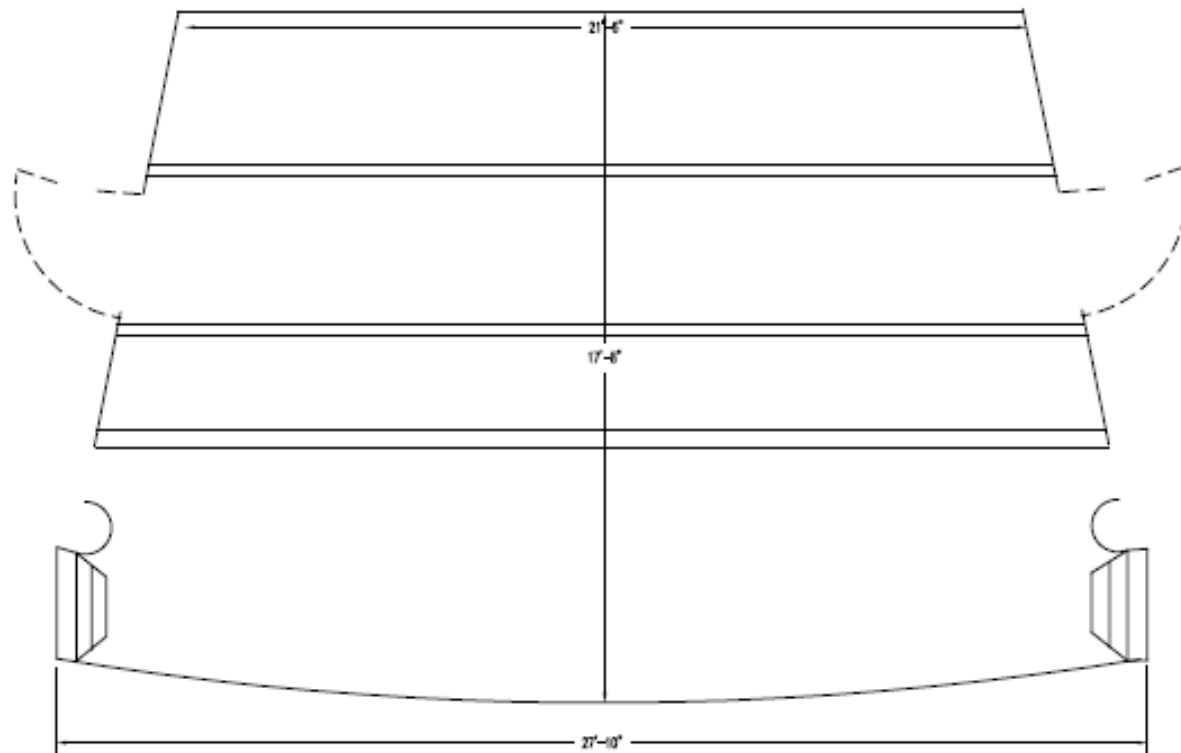
REINBERGER CHAMBER HALL

**Proscenium
Opening**
26ft

**Upstage
Back Wall**
21ft 6in wide

**Stage
Depth**
17ft 8in deep

There is no fly system, grid, or fly loft. Chain motors are prohibited.



Audio and Lighting

REINBERGER CHAMBER HALL

Audio

- Mix Wizard 16-channel mixing console.
- (2) Crown Macrotech 1200 power amplifiers
- (1) DBX 160XT system compressor
- (2) Meyer UPA wall-mounted speakers
- (1) Meyer MIA signal processor
- (2) Shure SM58 microphones
- (1) Denon DN610F combination CD/cassette (portable)
- (2) Sennheiser 2000 Series handheld, wireless mics

Lighting

- House Slot
- 1st Electric
- 2nd and 3rd Electric
- Small Projection Booth
- (10) Source Four
- (8) Source Four Par
- ETC mini strips with gel frames
- No Spotlights

Other

- Portable Sound System RACK
- (1) Mackie CFX12 Compact Mixer
- (1) QSC Audio RMX 2450, 2 channels
- (1) Denon DN-T620 CD/Cassette Player
- (2) Sennheiser BW 100 Series handheld, wireless mics with receivers
- (4) EAW JF80 Speakers

Performance Equipment

Music Stands & Chairs Inventory

(92) Wenger Musicians Chairs (74) Ornate Scroll Music Stands
(14) Wenger Cello Chairs (40) Wenger Roughneck Music Stands

Keyboard Instruments & Tuning

Pianos

Steinway is the official piano of Severance Music Center. Severance Music Center will arrange for tunings as necessary.

Jack, Joseph, and Morton Mandel Concert Hall

(1) 9' New York Concert Model D

Szell Library (Dressing Room)

(1) 7' Concert Model B

Reinberger Chamber Hall

(1) 9' Hamburg Concert Model D

Various Dressing Rooms

(3) upright pianos available

Organ

The Jack, Joseph and Morton Mandel Concert Hall houses the Norton Memorial Organ, installed in 1931 by Ernest M. Skinner ("Opus 816") and restored by the Schantz Organ Company in 2000.

Overview

Electric action
(94) ranks
(4) manuals and Pedal: Great, Swell Choir, Solo, Pedal
(8) general pistons, duplicated for hands and feet
(99) levels of memory

The use and rental of Severance Music Center does not automatically include use of the organ. Please contact the facility sales and/or production offices for use policies and approval request form.

Hospitality and Accommodations

Dressing Rooms

Terrace Dressing Room w/Washroom*
Stage level, stage right

Stage Dressing Room w/Washroom, Shower*
Stage level, stage right

Szell Library Dressing Room w/Washroom, Baby Grand Piano
Dress Circle, down stage

**Furnished w/upright piano*

WIFI

Network
SevHallGuest

Password
None required

Ancillary Spaces

Taplin

57'x17'x33'
Cocktail Hour: 86 occupants
Reception: 215 occupants

Jennings

14'x29'
Dining Space: 28 occupants
Reception: 70 occupants

Hood Meyerson

31'x20'
Dining Space: 41 occupants
Reception: 103 occupants

First Energy

24'x29'
Dining Space: 50 occupants
Reception: 125 occupants

Ginn Suite/Donor Dining

28'x23'
Dining Space: 42 occupants
Reception: 104 occupants

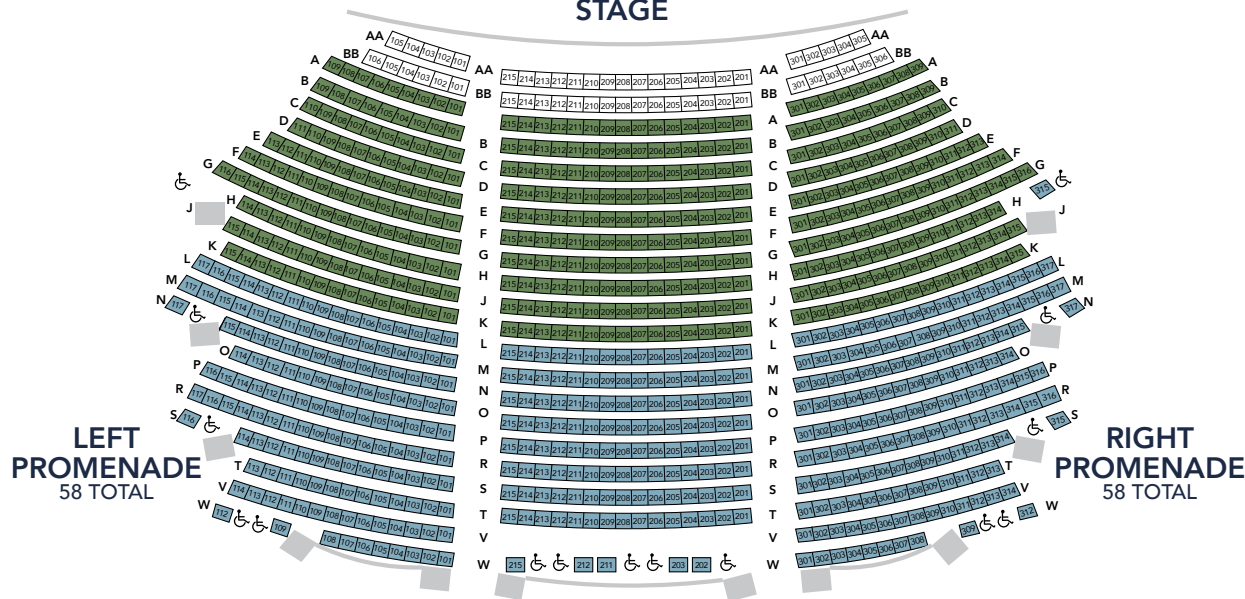
Ginn Suite/Donor Dining

43'x19'
Reception: 33 occupants

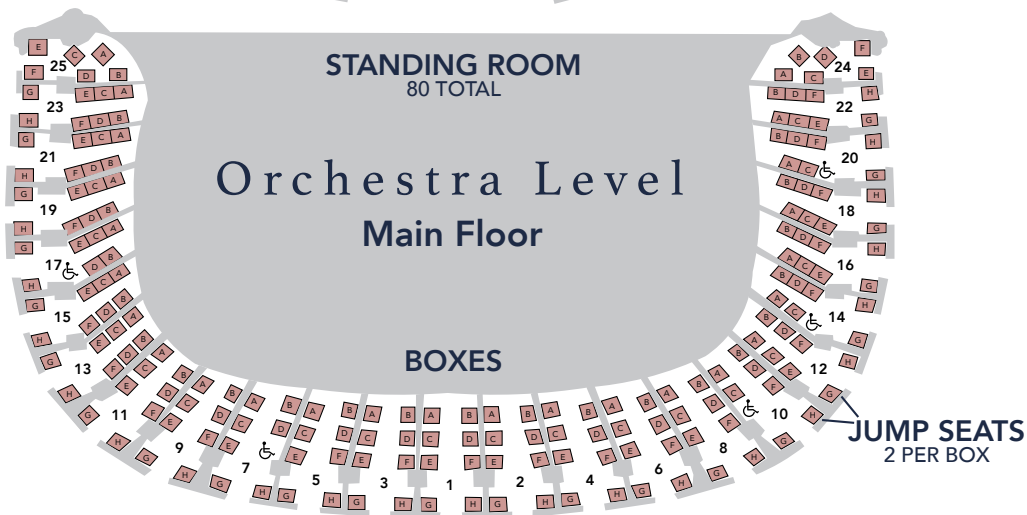
Seating Capacities

JACK, JOSEPH, AND MORTON MANDEL CONCERT HALL

STAGE



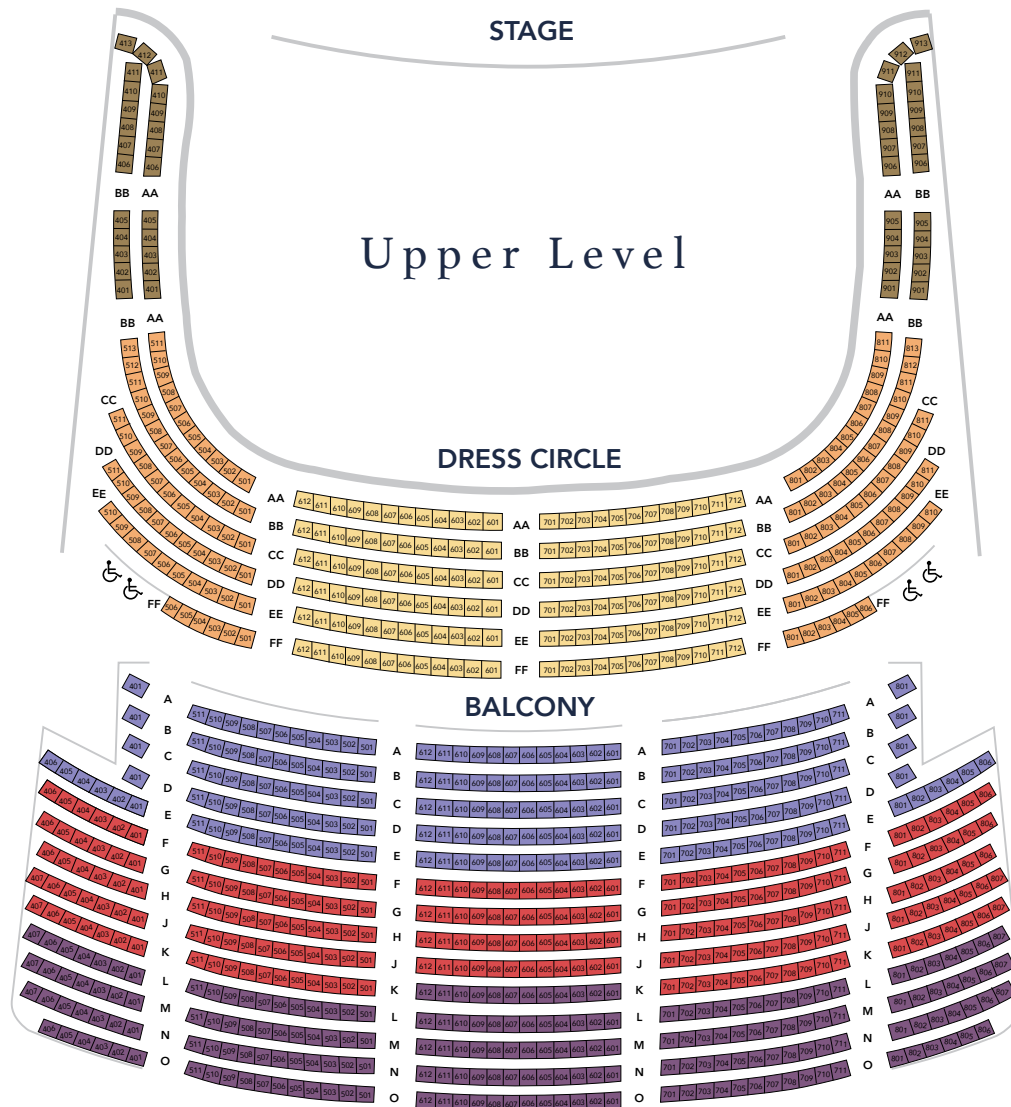
Standard	
Orchestra Level	779
Orchestra Level ADA	61
Box Level	126
Box Level ADA	20
Box Level Jump Seats	50
Dress Circle	312
Dress Circle ADA	8
Balcony	614
Total	1970



- Front Chairs
- Orchestra A-K
- Orchestra L-W (rear)
- Box
- Dress Circle Corner
- Dress Circle Center
- Dress Circle Sides
- Balcony (lower)
- Balcony (upper)
- Balcony (middle)

Seating Capacities

JACK, JOSEPH, AND MORTON MANDEL CONCERT HALL

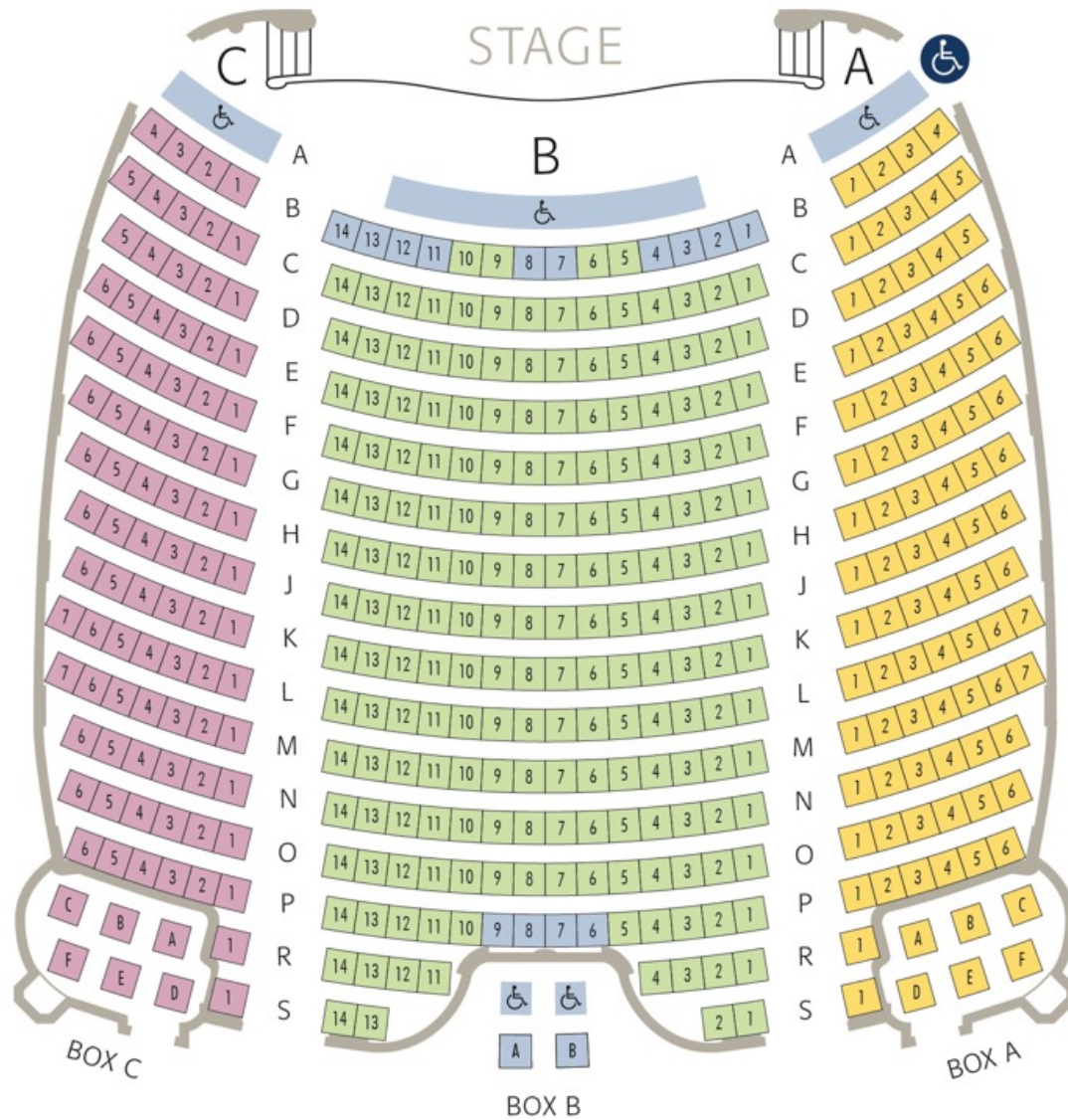


Capacity Using Non-Fixed Seating	
Orchestra Level	779
Orchestra Level ADA	61
Box Level	126
Box Level ADA	20
Dress Circle	312
Dress Circle ADA	8
Balcony	614
Front Chairs	52
Promenade Chairs	58
Standing Room Only	80
Total	2160

**Note that Front Chairs are only available when production needs do not necessitate the use of the stage elevators*

Seating Capacities

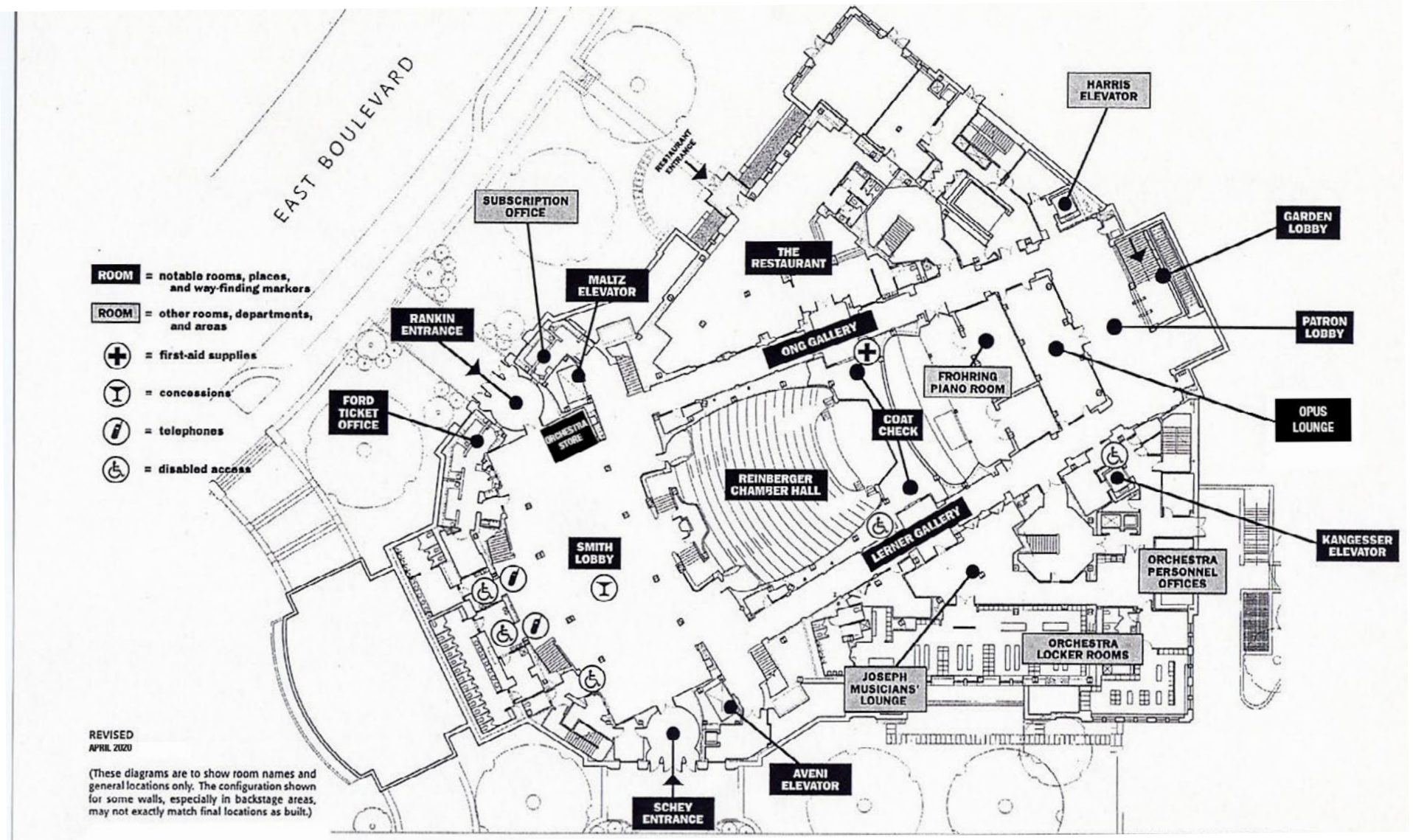
REINBERGER CHAMBER HALL



ADA	7
ADA Companion	21
Total	402

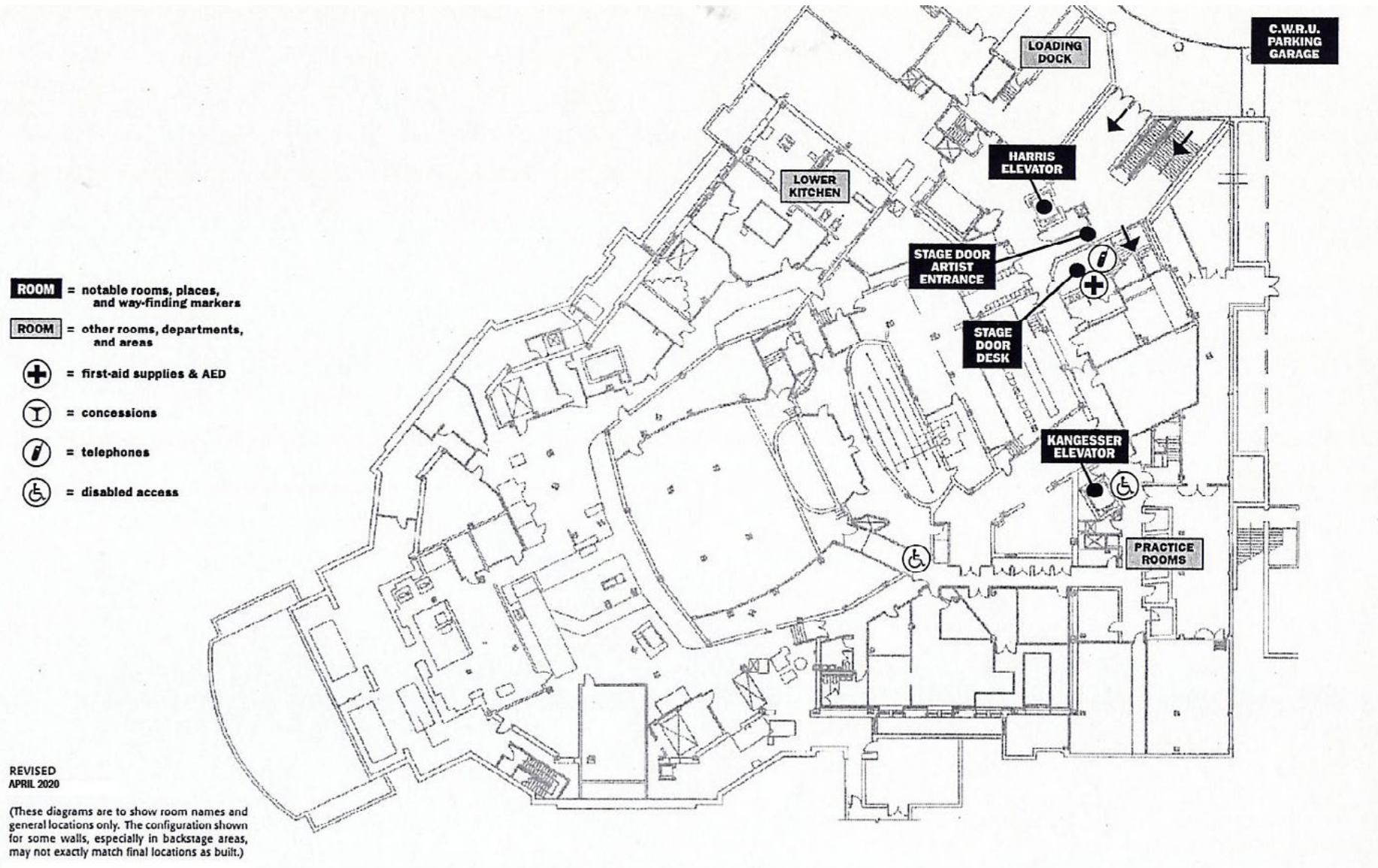
Street/First Floor Level

FLOOR MAP



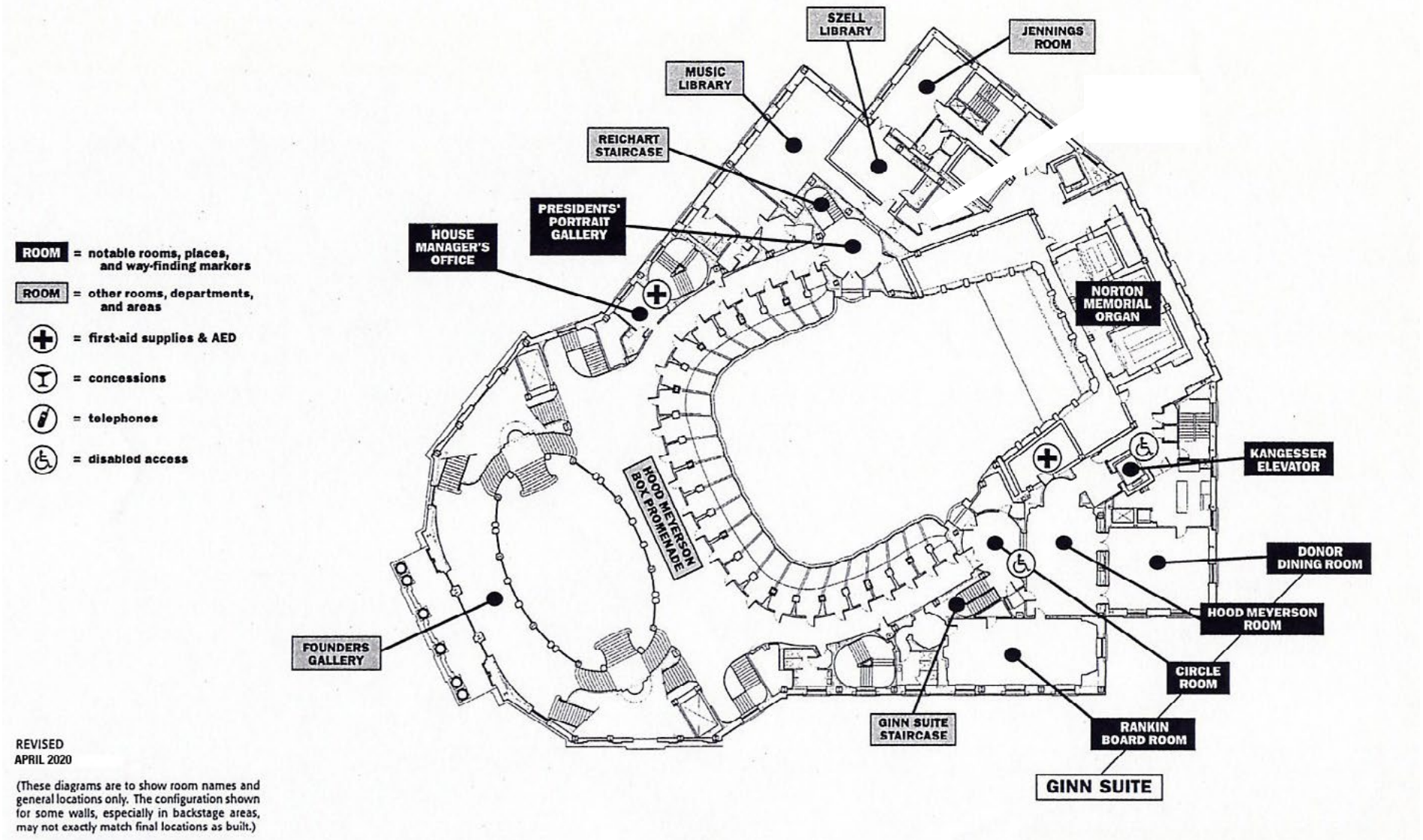
Lower Level

FLOOR MAP



Box Level

FLOOR MAP



Orchestra Level

FLOOR MAP

ROOM = notable rooms, places, and way-finding markers

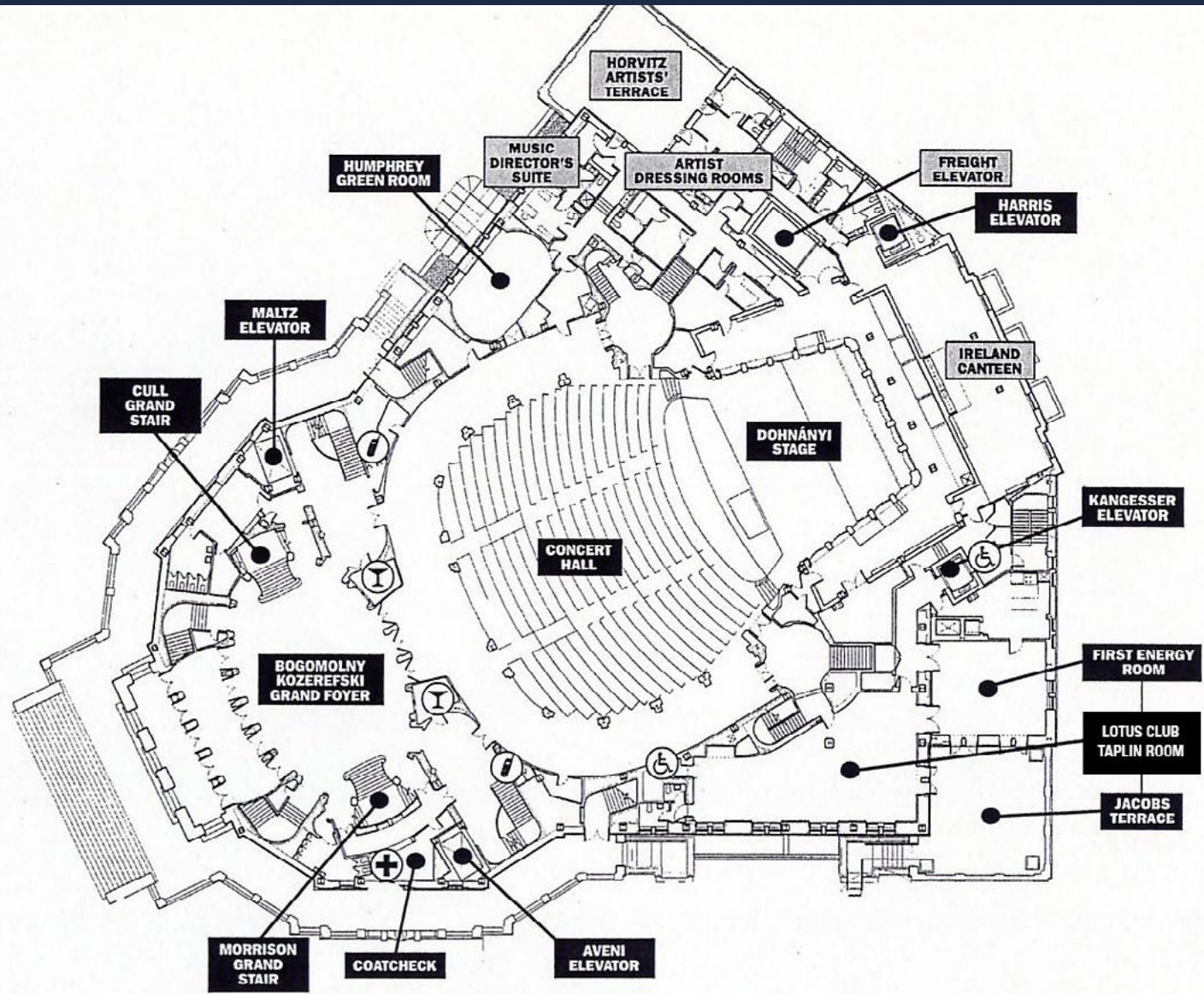
ROOM = other rooms, departments, and areas

⊕ = first-aid supplies

Ⓜ = concessions

☎ = telephones

♿ = disabled access



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APRIL 2020

(These diagrams are to show room names and general locations only. The configuration shown for some walls, especially in backstage areas, may not exactly match final locations as built.)

Dress Circle & Offices

FLOOR MAP

ROOM = notable rooms, places, and way-finding markers

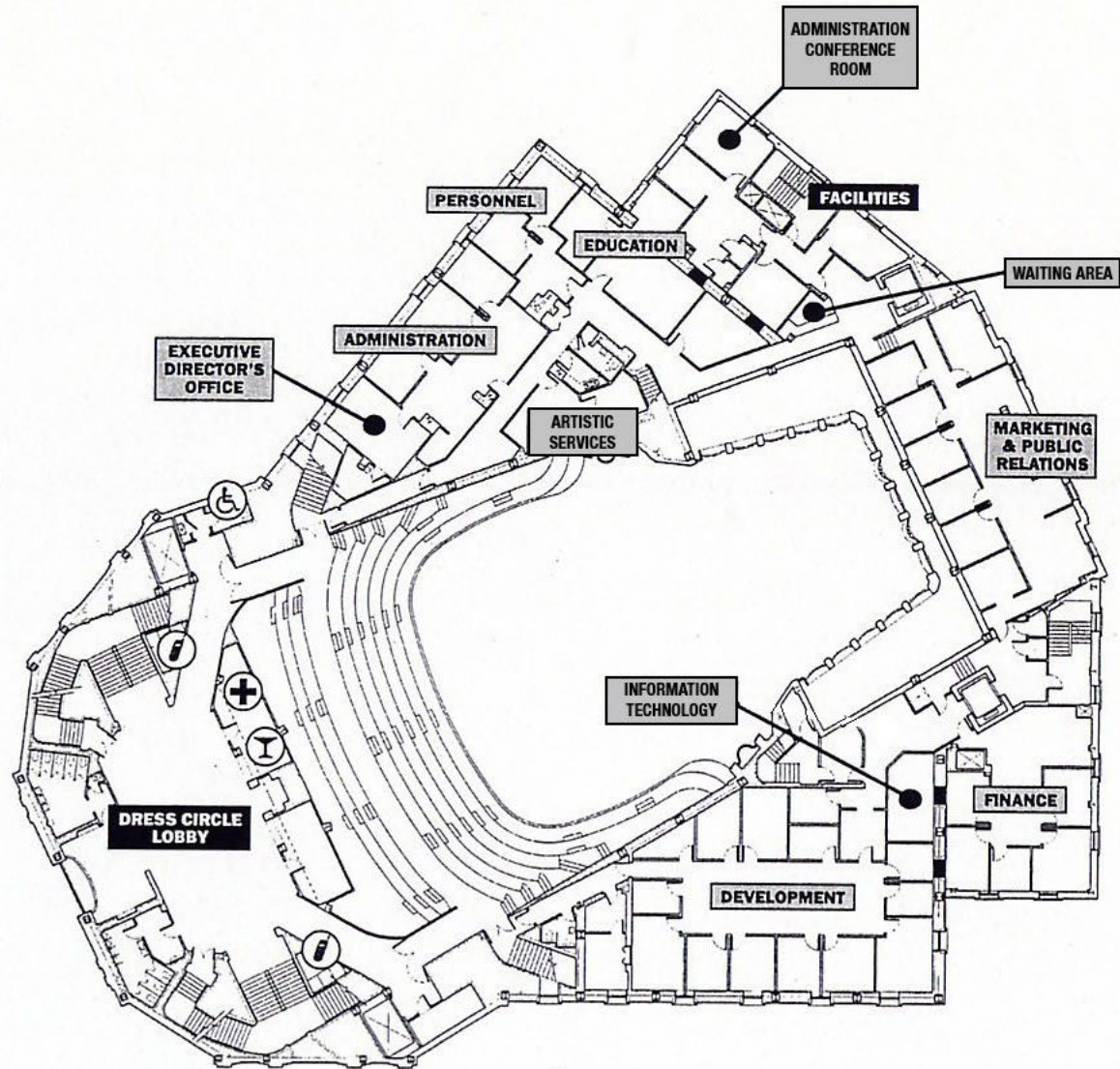
ROOM = other rooms, departments, and areas

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 = telephones

 = disabled access



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(These diagrams are to show room names and general locations only. The configuration shown for some walls, especially in backstage areas, may not exactly match final locations as built.)

Directions

Driving Directions

Severance Music Center is located on the campus of Case Western Reserve University in University Circle, about 4 miles east of Downtown Cleveland, at the corner of Euclid Avenue and East Boulevard.

For online searches and mapping, the building's address is:

11001 Euclid Avenue, Cleveland, Ohio, 44106

From the West:

Take I-90 Eastbound through Downtown Cleveland to "Exit 173B/Chester Avenue. Turn right onto Chester Avenue, and head east about 3 miles to Euclid Avenue. Turn left on Euclid Avenue. At the second traffic light, turn left onto East Boulevard. Access to the Campus Center Garage at Severance Music Center is on the right, adjacent to the hall.

From the East:

Take I-90 Westbound to "Exit 177/Martin Luther King Boulevard." Turn left onto Martin Luther King Boulevard, and continue through Rockefeller Park to East 105th Street. Cross East 105th Street and bear left onto East Boulevard. Access to the Campus Center Garage at Severance Music Center is about 1/2 mile down East Boulevard on the left.

From the South:

Take I-71 or I-77 Northbound to I-90 East. Take I-90 East through downtown Cleveland to "Exit 173B/Chester Avenue." Turn right onto Chester Avenue, and head east about 3 miles to Euclid Avenue. Turn left on Euclid Avenue. At the second traffic light, turn left onto East Boulevard. Access to the Campus Center Garage at Severance Music Center is on the right, adjacent to the hall.

Passenger Drop-Off:

The Schey Entrance to Severance Hall off Euclid Avenue offers accessible handicapped parking/drop-off.

Performers' Entrances:

Stage Door Artist Entrance – Security Office located at the Garage Lobby Entrance from the Lot 29 Parking Garage.

Musician Entrance – Driveway located off of Euclid Avenue—Conductor and driver parking only.

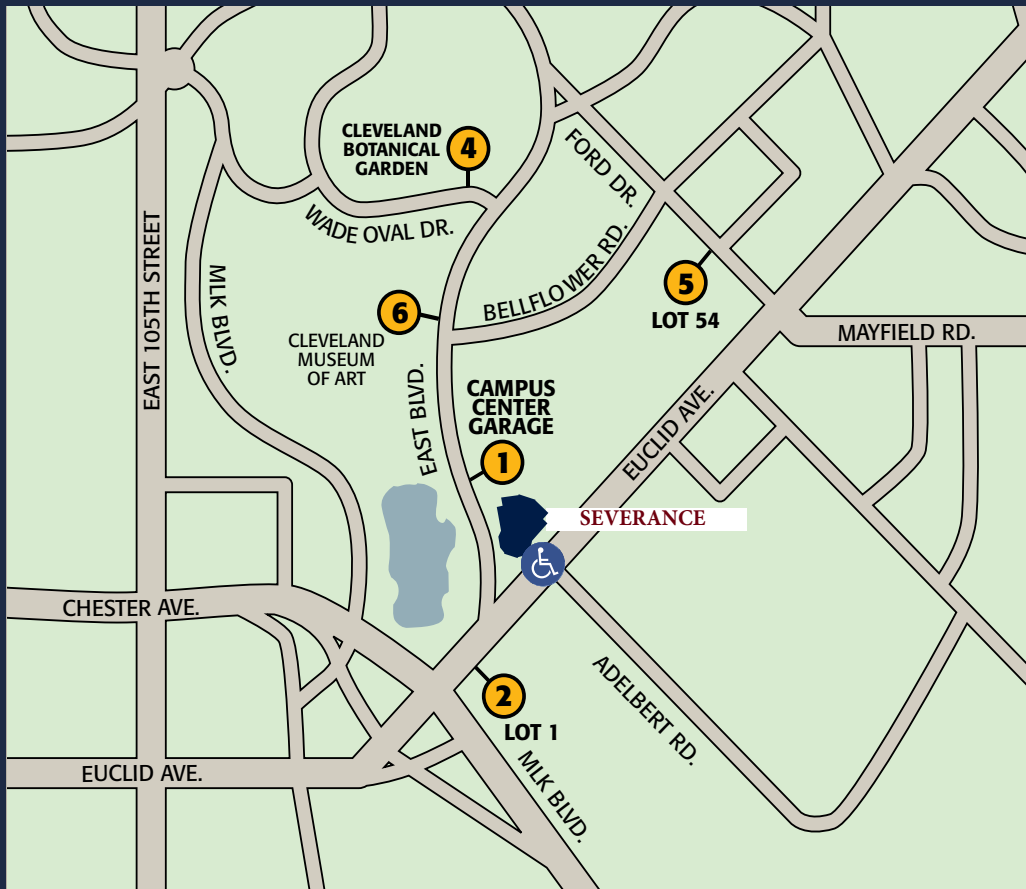
Directions

Production Entrances:

Security Desk/Stage Door is located off of East Boulevard by the glass sliding doors of the Case Western Reserve University garage entrance (Lot 29) which is adjacent to Severance Hall.

Loading Dock is located at East Blvd, just before the garage entrance ramp when coming from Euclid Avenue.

Musician Entrance is located off of Euclid Avenue, next to the CWRU rotunda (requires access pass).



Glass sliding doors leading to Severance Music Center's **Security Desk/Stage Door** (East Boulevard)

Musician Entrance (Euclid Avenue)

Loading Dock (East Boulevard)

Parking Facilities

CWRU Campus Center Garage: Adjacent to Severance Music Center, entrance off East Boulevard. Cost per car: Hourly, with daily max of \$11. Special events parking for this lot is \$11.

Further CWRU Campus garages are available and located near Severance Music Center.

Metered Street Parking: Along East Boulevard

Preferred Vendors

Parking

LAZ Parking

lazparking.com
Matthew Harvey
216-844-2300

NOW Valet Services, Inc

nowvaletservice.com
Steve Nowak
216-749-7755
nowandlater55@sbcglobal.net

Catering

Spice Catering

spicecaters.com

Davis Kosher Caterers

daviskoshercaterers.com

Photography

rogermastroianni.com
Roger Mastroianni
216-391-3917
roger@rogermastroianni.com

Human Artist Photography

humanartist.com
Yevhen Gulenko
440-719-9299
contact@humanartist.com

General Events Needs

Event Source

eventsource.net
Lisa Mucha
216-901-0000
lisamucha@eventsource.com

L'Nique Specialty Linen

216-986-1600
info@lnique.com

Lasting Impressions

lirents.net
Ryan Harmon
216-223-4027
ryan@lirents.com

Radio Communications:

BearCom
Brad Bucci
216-642-1670 X12513
brad.bucci@bearcom.com

Lighting

Vincent Lighting Systems

vincentlighting.com
216-475-7600

Northeast Projections

NPiAV.com
Ted Van Hying
216-514-5023
Ted.VanHying@npiav.com

Audio Recording Studio

Northeast Projections Inc

NPiAV.com
Ted Van Hying
216-514-5023
Ted.VanHying@npiav.com

We can provide audio engineering services depending on your needs.

Backline & Musical Instruments

Woodsy's

330-673-1525
events@woodsyst.com

Our Neighborhood



About University Circle, INC.

University Circle Inc. (UCI) is the community service corporation responsible for developing, serving and advocating for University Circle as a vibrant and complete neighborhood without borders.

Our Vision

A University Circle that is a vibrant and complete neighborhood without borders.

Our Mission

Building a community experience that connects all people with Cleveland's center of culture, healing and learning.

We're Doing it By...

- Developing modern urban living, distinctive hotels, and nationally known restaurants
- Reviving Cleveland's historic Main Street and connecting it to its historic neighborhoods
- Creating a seamless neighborhood of active and inviting places and spaces for people of all ages to enjoy
- Connecting our local business community to our world-class institutions
- Celebrating our four-season city with the region's largest, free seasonal cultural events
- Keeping the neighborhood clean, safe, and attractive for more than 3 million people who visit, learn, work, and live here each year.