



ARMSTRONG AUDITORIUM

Concert-going as it was meant to be

Under Construction:

Oklahoma's Finest Concert Venue

Legacy

The Armstrong International Cultural Foundation is a non-profit, humanitarian organization sponsored by the Philadelphia Church of God, headquartered on the Herbert W. Armstrong College (AC) campus in central Oklahoma.

The foundation and the college are named after the philanthropist who built the Ambassador Auditorium in Pasadena, California. From its opening in 1974, the Ambassador showcased the greatest performers from all over the world during the 1970s and '80s—artists such as the Vienna Symphony, Luciano Pavarotti, Joan Sutherland, Vladimir Horowitz and many other musical legends.

The Ambassador International Cultural Foundation sponsored more than 2,500 concerts in the auditorium over two decades. More than two-and-a-quarter million people enjoyed Ambassador's music and culture, as well as its exquisite architectural design and composition. Only the finest materials, including gold, rose onyx, polished bronze, Brazilian rosewood, African shedua, Burmese teakwood, and Baccarat crystal, went into the building's 26-month construction. Its technologies for presenting, amplifying, lighting and recording performances were also extensive and state-of-the-art.

Ambassador's performers also enjoyed sophisticated accommodations, including two Hamburg Steinway D concert grand pianos, a 2,700-square-foot stage with an adjustable orchestra pit and a teakwood acoustical shell, and other advanced technical support systems, as well as luxuriously appointed dressing rooms and studio rooms.

Ambassador's incomparable acoustics and warm, intimate atmosphere earned it the title of the "Carnegie Hall of the West Coast."



Ambassador Auditorium

Armstrong International Cultural Foundation





Armstrong International Cultural Foundation

Rebirth



In 1995, Ambassador Auditorium closed its doors and was eventually put up for sale. However, Herbert W. Armstrong's legacy found new life in Edmond, Oklahoma, with the Armstrong International Cultural Foundation, which formed in 1996 to continue Mr. Armstrong's cultural and humanitarian tradition.

In 2004, the foundation obtained some of the very treasures that were considered the crown jewels of the Ambassador Auditorium: a 9-foot Hamburg Steinway concert grand piano and two Baccarat crystal candelabra commissioned by the Shah of Iran. To house these priceless artifacts and provide a spectacular concert venue for central Oklahoma, the foundation completed plans for its own auditorium on the AC campus. Now the foundation is pleased to announce the commencement of construction on its very own performing arts center, to rest in the peaceful northern plains of Edmond.

Stars

- Luciano Pavarotti
- Carlo Maria Giulini
- Arthur Rubinstein
- Vladimir Horowitz
- Herbert von Karajan
- Mstislav Rostropovich
- Mel Tormé
- Victor Borge
- Ella Fitzgerald
- Pearl Bailey
- Sarah Vaughan
- Marcel Marceau
- Bing Crosby
- Dizzy Gillespie
- Joan Sutherland
- Beverly Sills
- Yo-Yo Ma
- Plácido Domingo
- Bob Hope
- Ray Charles
- Gene Kelly
- Emmylou Harris
- Roy Clark
- Hal Holbrook
- Leontyne Price
- Jessye Norman
- Issac Stern
- Leonard Bernstein
- Kathleen Battle
- James Galway
- André Watts
- Romeros Guitar Quartet

Home

The Armstrong International Cultural Foundation has already established itself as a leading name in the arts of central Oklahoma—presenting some of the greatest names in classical music: Gil Shaham, the Eroica Trio, the Vienna Choir Boys, the Canadian Brass and many others. These performances have been held on the Herbert W. Armstrong College campus—in the multipurpose John Amos Field House.

The foundation broke ground in January 6, 2008 for its new home, a \$15 million dollar auditorium on the AC campus. The Armstrong Auditorium, like the college, is named after Herbert W. Armstrong, one of the most important humanitarians of the 20th century.

The new performing arts center has been designed by the Oklahoma City-based firm Rees Associates, Inc. Its résumé is impressive: the tallest building in Dallas, the commanding Rose State College Performing Arts Center just east of Oklahoma City, Black Entertainment Television's corporate headquarters, FBI buildings throughout the U.S., and even a health-care facility in Istanbul, Turkey. Though it has two other offices (Atlanta and Dallas) and many specialties, the main office in Oklahoma City has the most experience with performing arts centers.

Armstrong Auditorium provided unique challenges for Rees architects—designing a world-class facility for a relatively rural area. But the auditorium will rest on the campus's most topographically interesting land—with a terraced hill leading down to the three-acre, spring-fed Spurlin Lake.

In order to make the building of the finest quality—the highest caliber materials, acoustics—as well as to be able to host the greatest performers from all over the world, the Armstrong International Cultural Foundation decided its performing arts center must not be too big.

Walking through the lobby—on its plush, custom, royal-purple carpet—concertgoers will behold the grand stone display walls which showcase the two priceless Baccarat crystal candelabra from Ambassador Auditorium. Entering the house, each patron will have an intimate, up-close view of the world's greatest musical artists.

Armstrong Auditorium



Armstrong International Cultural Foundation

History

The Armstrong International Cultural Foundation, originally known as the Philadelphia Foundation, began in 1996, when it took over a humanitarian project in Jordan that the defunct Ambassador International Cultural Foundation left behind.

The foundation has also

sponsored the Petra National Trust and currently supports Dr. Eilat Mazar's archeological project uncovering King David's palace in Jerusalem.

The foundation's concert series began in 1998 in Edmond. Since then, thousands of guests have visited the John Amos Field House to enjoy foundation concerts.



Stars

- Vienna Choir Boys
- Canadian Brass
- Eroica Trio
- Romeros Guitar Quintet
- Berlin Philharmonic Wind Quintet
- Peter Schickele
- Gil Shaham
- Jubilant Sykes
- Sara Sant'Ambrogio
- Chu-Fang Huang

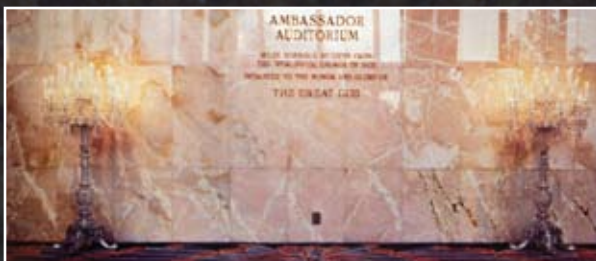


Details

Some of the most reputable names in acoustical engineering have high hopes for Armstrong Auditorium. Consulting on the plans were Ron McKay and Dave Conant of the acoustical firm McKay Conant Brook in California. McKay was an acoustical engineer for Ambassador Auditorium during its planning stages. His reputation in the acoustics industry and his understanding of Ambassador made for invaluable advice for the Foundation.

McKay's colleague, Dave Conant, expects Armstrong Auditorium to potentially exceed Ambassador's excellent acoustics with a more ideal reverberation time. Additionally, since the Armstrong Auditorium will be smaller in seat count, it will be "more intimate acoustically and visually" than Ambassador, he said.

Also, the ratio comparing the volume of the hall to each seat will be more ideal at Armstrong Auditorium than Amsterdam's Concertgebouw, Boston's Symphony Hall, and Vienna's Musikverein—the three standards engineers use to compare acoustic quality.



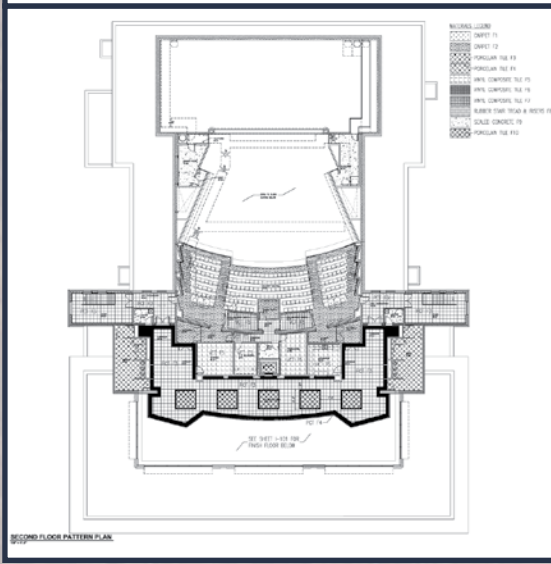
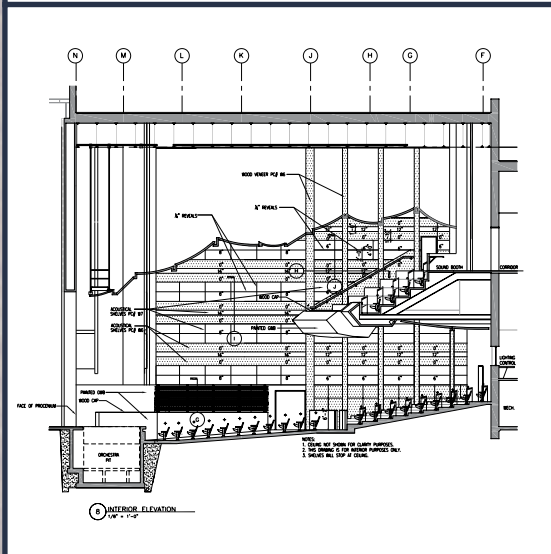
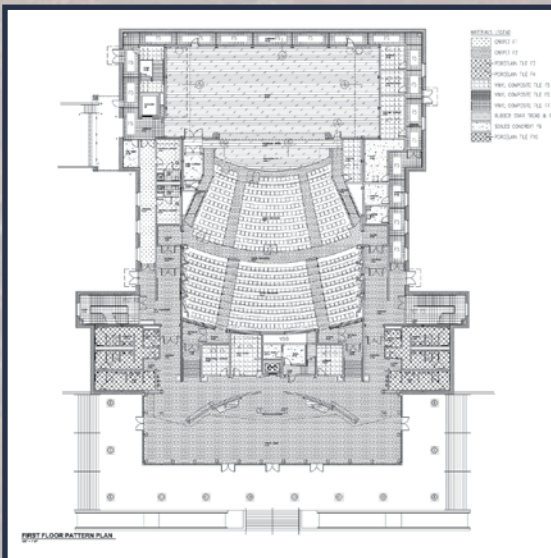
PLANS

Armstrong Auditorium will be located on the southwest portion of the Herbert W. Armstrong College campus (right), and will overlook Lake Spurlin to the north. The auditorium will contain two treasures originally from Ambassador Auditorium in Pasadena, California: a Hamburg Steinway concert grand piano (top left) and a pair of Baccarat crystal candelabra commissioned by the Shah of Iran (bottom left).



Armstrong Auditorium

Schematics



THEATER

The auditorium's main floor includes the majority of the seating, a state-of-the-art stage and pit setup and two exquisite individual artist dressing rooms. The basement below the stage and part of the main floor will hold three large group dressing areas for larger performing groups.

INSIDE

Patrons inside the concert hall will enjoy the acoustical engineering of Pelton Marsh Kinsella and consulting of McKay Conant Brook, producing excellent reverberation time, and an acoustically and visually intimate experience.

BALCONY

The balcony will overlook the grand lobby's lighting fixtures, and its theater seating will accommodate nearly 200 concertgoers.



Information

QUICK FACTS

SEATS

Approximately 800

CONSTRUCTION COST

Approximately \$15 million

HEIGHT

80 feet at highest point

AREA

44,775 square feet

FLOORS

Three. Balcony provides extra seating • Basement provides large dressing areas for larger performance groups.

GROUND BREAKING

January 6, 2008

GRAND OPENING

Late 2009 or early 2010

LOCATION

Herbert W. Armstrong College • Edmond, OK
A private liberal arts institution sponsored by the Philadelphia Church of God, Inc.

CONCERT SERIES

Armstrong International Cultural Foundation's annual concert series was established in 1998.

ARCHITECTS

Rees Associates, Inc.
Oklahoma City, Oklahoma

ACOUSTIC ENGINEERS

Pelton Marsh Kinsella
Dallas, Texas

ACOUSTIC CONSULTANTS

McKay Conant Brook
Westlake Village, California

FOR UPDATES ON CONSTRUCTION

Visit ArmstrongConcerts.org

BOOKING CONTACT

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