



NEWS — ST. JAMES THEATRE

Kostow Greenwood Architects will design a new lounge for Broadway’s St. James Theatre

The venue will host the upcoming Nicole Scherzinger-led revival of “Sunset Boulevard.”

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Nicole Scherzinger in “Sunset Boulevard” in London’s West End, 2023 (Credit: Courtesy of DKC/O&M)

Broadway’s St. James Theatre will receive a new, premium patron lounge. ATG Entertainment, the theater’s owner, has engaged [Kostow Greenwood Architects](#) (KGA) to create an “Ambassador Lounge” atop the 97-year old venue.

KGA will convert previously used administrative office space on the 8th floor above the St. James into a 1,000-square-foot lounge. Interior walls will be removed to create an open space. A green and gold color scheme will be used for the lounge, which, along with one of its restrooms, will be ADA accessible. A specific entrance to the lounge on West 44th Street is in the works.



The renovation will be completed in time for the upcoming revival of [“Sunset Boulevard”](#) starring Nicole Scherzinger, which is slated to begin previews at the St. James on Sept. 28. For an additional cost, “Sunset Boulevard” attendees can enjoy drinks, light snacks and private restrooms in the Ambassador Lounge prior to a performance and during intermission.

KGA is no stranger to delving into performing arts spaces. The firm led the team that renovated the interior of the August Wilson Theatre into Tom Scutt’s Tony Award-winning [scenic design](#) for the 2024 revival of “Cabaret.” KGA also designed the annex on the recently renovated [James Earl Jones Theatre](#).

“In designing and building this new patron amenity, we draw upon our experience with performing arts, broadcast media and commercial real estate projects which all benefit from public amenity and share employee hospitality spaces,” Lena Dau-Ping Fan, a principal at KGA who is overseeing the project, said in a statement. “Theater patrons want to expand the experience in the venue beyond the actual performance and historical theaters are all exploring how to provide a comfortable and stylish location within the confines of their footprint. We thrive on this challenge and opportunity.”

“Now more than ever, our patrons can expect a top-tier experience that combines exceptional hospitality with entertainment,” added Susan Law, senior capital projects manager for ATG Entertainment. “Even more reasons to arrive early and let us entertain you before the curtain goes up.”

Housing a special patron lounge is a hallmark of ATG Entertainment. The Hudson Theatre, which the organization acquired in 2017, features an Ambassador Lounge.

In addition to the Hudson, ATG Entertainment operates the Lyric Theatre, which the company acquired in 2013. In 2023, ATG Entertainment and Jujamcyn Theaters [combined operations](#), taking over Jujamcyn’s five Broadway venues, including the St. James. Nationally, ATG Entertainment operates many venues that host national tours and pre-Broadway engagements, including Boston’s Emerson Colonial Theatre, Detroit’s Fisher Theatre, New Orleans’ Saenger Theatre and San Francisco’s Orpheum and Golden Gate Theatres.