



2024 Year in Review: Lena Dau-Ping Fan, Kostow Greenwood Architects

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What was your greatest professional accomplishment or most notable project, deal, or transaction in 2024?

Completing The Apollo Stages at the Victoria Theater signifying the first physical expansion in The Apollo's 90-year history. The 25,000 s/f destination features space for a variety of productions and programs as well as resources for rehearsals, workshops, meetings, public conversations, education programs, office space, exhibitions, and more. The two purpose-built theaters, with retractable and flexible 199-seat and 99-seat capacity, are designed to accommodate both traditional and non-traditional stagings. Capping an incredible year for new programming and new audiences, The Apollo is the first organization to receive the Kennedy Center Honors in recognition as an iconic American institution.

What emerging trends will drive investment and development in 2025?

People are returning to live entertainment on Broadway, off-Broadway and beyond. Revenue from tickets and affiliated sources is increasing but many historic commercial theaters are at a crossroads. Facilities, mostly built a century or more ago, are outdated. The interiors lack the modern-day amenities ticket buyers demand, the technical functionality today's productions require and most importantly flexibility to adapt the interior areas to realize additional revenue sources. We anticipate continued investment from commercial theatrical producers, theater owners, and operators to re-imagine, re-adapt, and renovate the interiors of these historic theaters and where possible, expand into new built spaces.