

Museums Build Civic Culture.

From the New York Times...

The Museum of Broadway Is Open. Here Are 10 Highlights.

From CT.org...A museum in Times Square may not translate directly to a small city or town setting; however, consider that the Broadway museum uses a local strength, a local industry, a tourist attraction as the foundation for the museum. This idea translates directly to every small city and town; builds culture and civic pride, along with the economy, by understanding and celebrating a local phenomenon in the format of a museum, and, by the way, museums take many formats. Celebrate history, famous personages, a natural feature, unique buildings or interesting products built in or near town. There is always something to celebrate.

In Times Square, a 26,000-square-foot space details the history of theater with objects like Patti LuPone's "Evita" wig, a Jets jacket from "West Side Story" and more.

The museum gives the history of Broadway as well as an overview of the shows currently onstage in Broadway theaters.



By [Sarah Bahr](#)

Nov. 29, 2022

6 MIN READ

When a Broadway show closes, the next stop for the hundreds of costumes, setpieces and props is often ... the dumpster.

"The producers often stop paying rent in a storage unit somewhere, which is heartbreaking," said Julie Boardman, one of the founders of the Museum of Broadway, which opened in Times Square this month.

Museums Build Civic Culture.

Boardman, 40, a Broadway producer whose shows include “Funny Girl” and “Company,” and Diane Nicoletti, the founder of a marketing agency, are looking to reroute those items to their museum, a dream five years in the making.

“We see it as an experiential, interactive museum that tells the story of Broadway through costumes, props and artifacts,” Nicoletti, 40, said of the four-floor, 26,000-square-foot space on West 45th Street, next to the Lyceum Theater.

The museum was a self-funded project at the start, Nicoletti said, as they drew from Boardman’s connections to secure meetings with major players in the New York theater industry, including theater owners; the heads of the American Theater Wing, the Broadway League, Broadway Cares/Equity Fights AIDS; and executives from the licensing companies. (Boardman and Nicoletti declined to share the for-profit institution’s budget and early investors. Tickets cost \$39 to \$49, with a portion of each ticket benefiting the nonprofit Broadway Cares/Equity Fights AIDS.)

Originally scheduled to open in 2020, the museum was delayed by the pandemic — though that gave Boardman and Nicoletti more time to acquire artifacts, photographs and costumes. A majority of the more than 1,000 objects and photographs on display are loans from individual artists, creators and producers, as well as performing arts organizations like Disney Theatrical Productions and the Public Theater.

Read the rest of the story at: <https://nyti.ms/3XIISRC>