

Any hall can make
MUSIC
Massey Hall can make
MAGIC





Toronto Symphony Orchestra



B.B. King



Neil Young



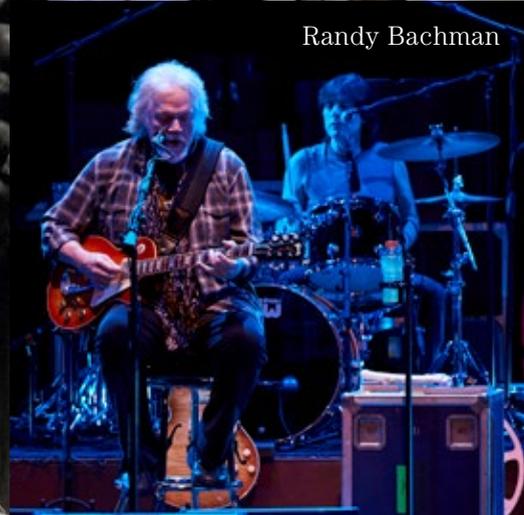
Whitehorse



Tribute to Joni Mitchell from Luminato Festival 2013



Buddy Guy



Randy Bachman



“This place, I first sang on its stage when I was 13 years old. It’s very important to me. Whenever we play at Massey Hall we feel like we’re the home team.”

GORDON LIGHTFOOT

No hall in Canada,
and few anywhere, are
as **REVERED** as
Massey Hall.

EVERY GREAT MUSIC CITY needs a prestigious anchor venue, the hall that every local, national and international artist aims to fill one day. In New York City, it’s Carnegie Hall. In London, it’s the Royal Albert Hall. In Toronto, it’s Massey Hall.

MASSEY HALL is a unique Canadian cultural institution. Built in 1894, it is the only continuously operating concert hall of this vintage in Canada and one of only a handful in North America. It has been witness to many historic performances and has been both a springboard for young artists headed to even greater heights, as well as an intimate venue for superstars to get closer to their fans.

It’s rare for an artist to step on to the Massey Hall stage and not comment on the venue’s history or unique nature. Massey Hall is a place you never forget.

“It’s the world’s biggest living room.”

LUKE DOUCET



From Winston Churchill to Bob Dylan, the hall has **SEEN** it all.

MASSEY HALL has hosted everything from wrestling to royalty and political leaders to the greatest musicians of the 20th century. Its musical significance is as great as its most faithful fan: Gordon Lightfoot, who’s played 150 shows there.

THE LEGENDARY ACOUSTICS of this National Historic Site can be heard in iconic recordings by Neil Young, Rush and the “*Greatest Jazz Concert Ever*,” in 1953, featuring Charlie Parker, Dizzy Gillespie, Bud Powell and Max Roach.



Gordon Lightfoot



“I played Massey Hall for the first time in 1985, and I’ve not stopped playing there since. It’s one of Canada’s most iconic concert halls.”

BRYAN ADAMS



Change **NOTHING.** Improve everything.

MASSEY HALL is an architectural gem but its beauty needs to be restored. It has not had a significant upgrade in more than 50 years. Its external brickwork and the glorious stained glass windows, covered for over a century will be brought back to life. It is time to preserve Massey Hall and build on its history and cultural pre-eminence.

DON'T CHANGE THE HALL. THAT'S WHAT ARTISTS AND PATRONS SAY. Keep the splendid sound and the intimate ambiance just as it is. But bring everything else into the 21st century from the 19th, because Massey Hall can't survive just on history, goodwill, and passion for music.

“I love the earthy simplicity of the wood in Massey Hall. It sings warmly back to you, carrying all the voices that have ever sung there before.”

FEIST



The past PLAYS the future.

WE CAN PRESERVE and refurbish this venue the world loves. We can also expand it to realize its full potential as an engine of cultural diversity in a city already rich in music.

THIS IS MORE THAN a cosmetic touch-up. A transformational donation by MOD Developments of almost 5,000 sq. feet of land to the south of the building will give Massey Hall the expanded footprint needed to provide it with everything it currently lacks. The six-story

addition to the south by Toronto's KPMB Architects will combine passion with practicality – adding lobby space, modern backstage facilities, elevator access to the upper levels, rooms for rehearsals and arts education, and the potential for small-scale performance space.



Concept Design by KPMB Architects in cooperation with Goldsmith Borgal Ltd. Architects



MASSEY HALL IS A GROWING HUB for artist development and creative partnerships, such as its Canadian Songbook and *Live at Massey Hall* series, and can serve as the linchpin for music tourism in Toronto and Ontario. The revitalization will help the hall become an incubator of new talent, guiding young artists from smaller spaces to larger ones as they advance in their careers, and engaging audiences every step along the way.

It's not just a hall.
It's an **INSTRUMENT** of civic
growth and innovation.

FOR 120 YEARS, Massey Hall has produced countless, magical memories for millions of people drawn to its artists and ambiance. But the real magic is yet to come. An investment in Massey Hall is not just about one century-old building or the burgeoning music scene. It's about investing in the future of Toronto. Support for Massey Hall will resonate not only with music lovers of Toronto, it will be heard around the world.

“Massey Hall has played a major role in my life – as a teenager when I saw the bands I loved like Cream, Jeff Beck and Genesis. And as a member of Rush where we recorded our very first live album there, “All the World’s A Stage.” For Torontonians in particular, it remains Canada’s classic music hall.”

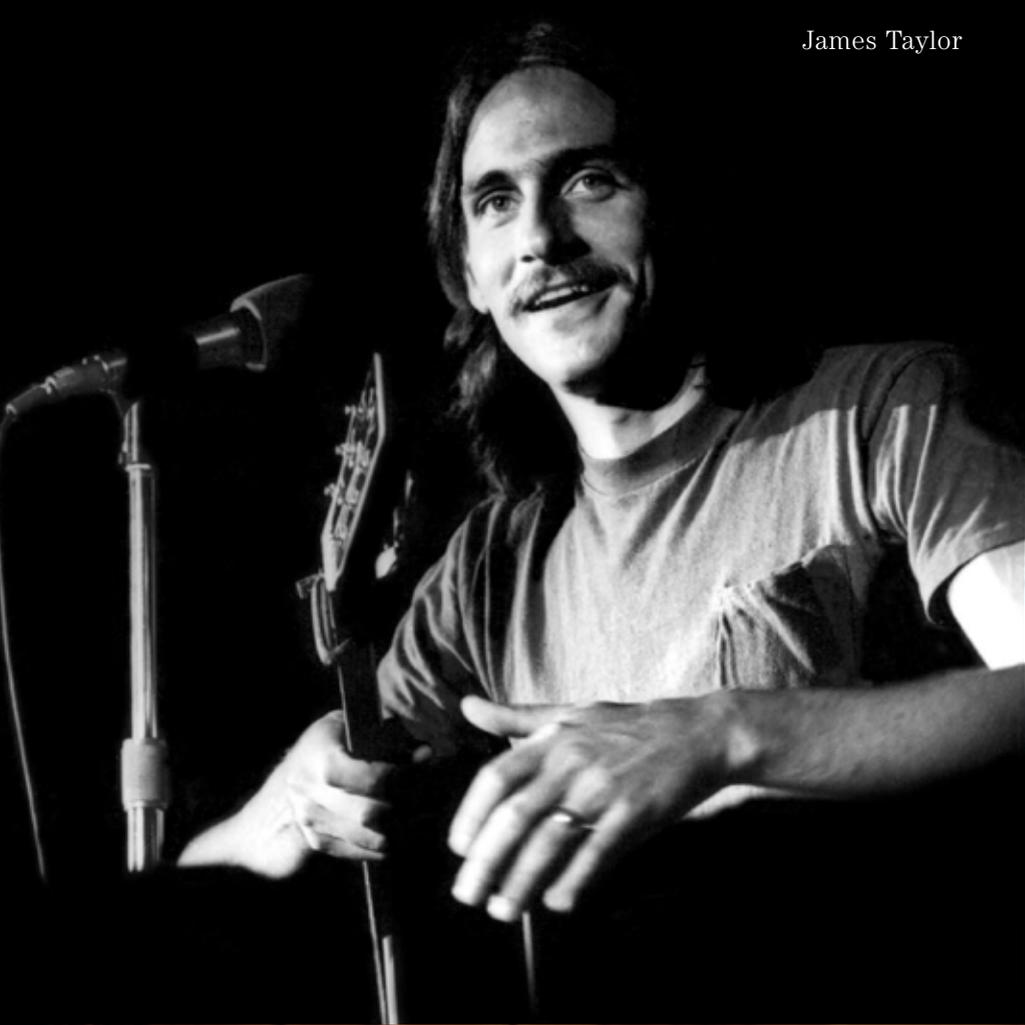
GEDDY LEE



Feist



Jeff Beck



James Taylor



Emmylou Harris



Glenn Gould



PHOTO CREDITS

- Alexandra Basen
- Richard Beland
- Malcolm Cook
- Moe Doiron
- Mitch Fillion
- Don Hunstein
- Brent Kitagawa
- John Robert Rowlands
- Fil ZuZarte



DEVELOPMENT OFFICE The Corporation of Massey Hall and Roy Thomson Hall
60 Simcoe Street Toronto, ON M5J 2H5 416 593 4822 ext 316 masseyhall.com