THE CAPITAL CAMPAIGN FOR THE

ROBIN WILLIAMS CENTER

FOR ENTERTAINMENT AND MEDIA
The legacy of Robin Williams reaches far beyond mere performance. An innovator of a rapid-fire comedic style with an unrivaled ability of improvisation, Robin was equally powerful as a dramatic actor, imbuing his characters with a humanity that touched millions the world over.

Robin Williams’ career spanned over 40 years and 100 performances in television and film, and his charisma, compassion, and inimitable talent set him apart from all others.

Robin also believed that words and ideas – and especially comedy and performance – can change the world.

In honor of this extraordinary performer who touched the lives of so many, the SAG-AFTRA Foundation will dedicate its new screening room in New York City to the memory and legacy of Robin Williams – the Robin Williams Center for Entertainment and Media. We need your support to complete this project.
The Robin Williams Center for Entertainment and Media is a brand new, 4,000-square-foot screening room and educational space that opened at 54th Street and 8th Avenue in New York City in October 2016.

This premiere Center will offer free professional programming to more than 150,000 artists over the next 20 years, and serve as the new home to both the SAG-AFTRA Foundation’s Conversations and The Business programs in New York City.
The SAG-AFTRA Foundation was founded to support artists. We’re here for our union members in good times and bad. Whether it’s through our educational and performance programs, or our health and financial assistance, our goal is to create opportunities for performers to continue their craft, and offer assistance and programming that can literally change an artist’s life.

Robin knew that supporting his fellow artists was essential. In that spirit, the Robin Williams Center will be a space where community members can connect with peers, colleagues and mentors. These connections are vital to every performer, and enrich the industry leaders who generously donate their time and experience.

Above all, the Center will serve as a reminder to all performers of Robin’s talent and generosity, and of his belief that performance is not just about personal achievement, but about making the world a more humane and connected place through art.

“REAL WORLD SUPPORT. THAT’S WHAT YOU GET WITH THE FOUNDATION.”

UZO ADUBA AT THE SAG-AFTRA FOUNDATION

A CENTER THAT SUPPORTS ARTISTS

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Through these doors, actors, broadcasters and recording artists will embark on a premiere experience of sight, sound, and education, immersing themselves in the stories of legendary actors, today’s top casts, and industry leaders and professionals who provide essential career advice and practical know-how – a role that Robin himself took on in his appearances in the Foundation’s Conversations program in Los Angeles.

The Robin Williams Center will be the latest and grandest realization of the SAG-AFTRA Foundation’s mission to help performers flourish in their careers. For some, it will be their first introduction to the many programs the Foundation offers that ensure they receive the ongoing education and training that keeps them current in the changing industry landscape.

Like our workshops and classroom seminars, the programming at the Robin Williams Center will give performers unprecedented access to top entertainment professionals, allowing them to engage in intimate, open discussions, and receive a career education rivaled by none – and all of it, absolutely free.

THE FOUNDATION HAS OPERATED WITH A SUPPORTIVE SPIRIT, FURTHERING THE PERFORMANCE COMMUNITY THROUGH TRAINING, EDUCATION AND OTHER RESOURCES THAT CULTIVATE THE TALENTS OF ASPIRING ACTORS.

LEONARDO DICAPRIO
AT THE SAG-AFTRA FOUNDATION

A CENTER TO EDUCATE
Performers are on a solitary quest, one that has many hills and valleys that can be complex, exhilarating, and perilous. The Robin Williams Center will guide them on that journey, offering a space where performers can pursue their dreams and challenge themselves to reach the highest of heights. The goal is to never give up, and it’s something Robin both embodied and encouraged in his fellow actors when he spoke to them at the SAG-AFTRA Foundation: “Find projects, go out, and keep pushing the envelope...believe in your heart of hearts that you’re creating. That’s the kind of thing that drives you.”

“I hadn’t made a conscious decision to be an actor. It’s just what you do.”

MORGAN FREEMAN
AT THE SAG-AFTRA FOUNDATION

A CENTER TO INSPIRE
Performance is about creating, but entertainment is about The Business. At the new Robin Williams Center, actors will receive first-hand tips and strategies from industry professionals who know how to navigate the often complex waters of the entertainment world — industry professionals like the legendary Norman Lear, who spoke frankly to performers in our Career Reflections series about pushing the creative envelope, and why it’s essential in our industry.

The Business panels provide multiple viewpoints from agents, casting directors, and industry experts on a wide range of topics such as Marketing and Audition Technique, Taxes and Financial Planning, Audiobook Narration, Independent Film Producing, and New Media.

The Business also takes on diversity in Hollywood with bold panels that address issues of race, gender, and sexual orientation in casting and storytelling.

The Foundation has hosted hundreds of free panels for The Business, including:

- Beyond Cholos and Chicas: Latinos in 21st Century Hollywood
- Acting Beyond Stereotypes, and Middle Eastern & South Asian Actors Breaking the Mold
- Translating Feedback: Turning Direction into Action
- Rock the Audition: How to Prepare For & Get Cast in Rock Musicals
- Lend Me Your Ears: The Art of Listening for Actors
- How to Perform in a Horror Film
- Memorization for Performers
- Yes... and: Exercising Mental Agility Through Improvisation
- Adapting Shakespeare for the Modern Age
- Re-Energizing Creative Career Options in Your 40s & Beyond
- Life of a TV Guest Star

- The Mind-Body Connection: Sustaining Energy for a Performer’s Career
- Taming the Inner Critic
- Hyphenate! Becoming an Actor-Writer
- Think Like a Producer: How to Take Your Project from Script to Screen
- Indie Film Producing Series — From Production to Financing to Distribution
- Work It! The Festival Scoop from Pros in the Know
- Career Reflections with Norman Lear
- A Career in Casting - Reflections from legendary casting director Lynn Stalmaster
- Netflix Panel with Actors and Casting Directors

Norman Lear
At the SAG-AFTRA Foundation

“The world needs saving. When it’s saved, the arts will have kicked open the door.”
The SAG-AFTRA Foundation’s Conversations program offers artists an intimate setting where they will hear legendary performers and today’s top casts discuss their craft in real-world terms, offering valuable insights and tips to actors. Not only will these actors experience live Conversations programs at the Center, but they, and the public at large, can access these programs anywhere in the world via our live stream and through the digital Actors Archive.

As the new home for New York Conversations, the Robin Williams Center will allow an even greater number of performers to engage with, and appreciate, the work of their mentors and peers.

The Foundation has hosted over 700 Conversations programs, including:

- Al Pacino
- Alicia Vikander
- Amy Adams
- Angelina Jolie
- Anthony Hopkins
- Ben Affleck
- Ben Kingsley
- Benicio Del Toro
- Bill Murray
- Brad Pitt
- Bradley Cooper
- Brie Larson
- Cate Blanchett
- Charlie Theron
- Christian Bale
- Denzel Washington
- Eddie Redmayne
- Edward Norton
- Emma Stone
- Eva Mendes
- Ewan McGregor
- Forest Whitaker
- Gary Oldman
- Geno Rowlands
- George Clooney
- Gary Oldman
- Hailee Steinfeld
- Idris Elba
- Ian McKellen
- Jada Pinkett Smith
- Jake Gyllenhaal
- Jamie Foxx
- Jane Fonda
- Jared Leto
- Javier Bardem
- Jennifer Aniston
- Jennifer Lawrence
- Jennifer Lopez
- Jessica Chastain
- Johnny Depp
- Judi Dench
- Julia Roberts
- Julianne Moore
- Kate Winslet
- Kerry Washington
- Kevin Costner
- Kevin Spacey
- Laverne Cox
- Louis Gossett, Jr.
- Lupita Nyong’o
- Marion Cotillard
- Mark Ruffalo
- Matt Damon
- Matthew McConaughey
- Michael Caine
- Michael Keaton
- Nicole Kidman
- Patricia Arquette
- Penelope Cruz
- Ralph Fiennes
- Raquel Welch
- Reese Witherspoon
- Richard Gere
- Robert De Niro
- Robert Downey, Jr.
- Robert Duvall
- Robert Redford
- Samuel L. Jackson
- Sandra Bullock
- Scarlett Johansson
- Shirley MacLaine
- Susan Sarandon
- Tilda Swinton
- Tom Hanks
- Tom Hardy
- Vanessa Redgrave
- Vin Diesel
- Viola Davis
- Will Smith
THE CENTER INCLUDES

154-SEAT THEATER
for intimate Q&As and career retrospectives with the world’s greatest actors, casts and industry leaders

16 X 10 FOOT VIDEO WALL
IN THE DRAMATIC GLASS-FRONT LOBBY
Streaming content 24 hours/day for pedestrians and traffic on 54th Street

4K HD CHRISTIE DIGITAL CINEMA PROJECTION
with Christie Digital Cinema Surround Sound System

FULLY PROGRAMMABLE THEATRICAL LIGHTING

25-FOOT-WIDE CINEMA SCREEN
with Christie Digital Cinema Surround Sound System

VIP SUITE
WITH VANITY, MINI-BAR AND PRODUCTION MONITOR
For talent and their handlers

VIP ELEVATOR
FROM PRIVATE ENTRANCE

MULTI-CAMERA
LIVE STREAM BROADCAST AND RECORDING

2016 OPENING

We will all benefit from the significant impact this cultural and artistic center will have on our industry and broader community. It will attract the most gifted and talented actors, broadcasters, recording artists and more whose lives and stories will be recorded and archived for generations to come.

NAMING OPPORTUNITIES AVAILABLE

GROUND LEVEL

MEZZANINE LEVEL

A Lobby
B Glass Donor Wall
C Video Wall
D Men’s Room
E Ladies’ Room
F Major Donor Wall
G Elevator
H Glass Donor Wall
I Stage
J Green Room
K Control Room

Seats are also available - See donation sheet.
THE CAMPAIGN AT A GLANCE

The SAG-AFTRA Foundation is raising $6 million to build the Robin Williams Center for Entertainment and Media, and $10 million for an endowment to support programming and operations for the next 20 years.

• The City of New York has designated the Center as an official nonprofit art space.
• The Center is located off-Broadway and at the top of Times Square.

THE PASSION OF CREATIVITY GOES BACK TO THE CORE OF WHY WE DO WHAT WE DO. EVEN THOUGH YOU’RE SAYING SOMEONE ELSE’S WORDS, YOU STILL BELIEVE IN YOURHEART OF HEARTS THAT YOU’RE CREATING. THAT’S THE KIND OF THING THAT DRIVES YOU.

ROBIN WILLIAMS
AT THE SAG-AFTRA FOUNDATION

Conversations with director Bobcat Goldthwait and Robin Williams in Los Angeles in 2009.
As fellow artists we’ve all been there. It’s crucial that we remember where we came from and help out however we can.

Matt Damon

At the SAG-AFTRA Foundation

Now is the time

The Robin Williams Center is poised to become a beacon in the New York City performance community, offering a creative space where education and experience translate into essential real-world gains – because when performers are offered opportunity and insight, knowledge and tools, their work improves and their lives improve.

Your contribution to this project is no small gesture. Through your help, we will be able to maintain a thriving performance community where new artists and seasoned professionals can continue to contribute to the artistic fabric of our world and keep the arts a vital part of the public sphere.

These ideals were important to Robin, and the Robin Williams Center will serve to further those ideals, reminding all who enter its doors of the amazing life, legacy, artistry, and activism that he gave to the world. We hope that you’ll join us in honoring this vision.
Annette Bening
Cate Blanchett
Jessica Chastain
George Clooney
Bryan Cranston
Penélope Cruz
Matt Damon
Viola Davis
Robert Downey Jr.
Jane Fonda
Harrison Ford
Tony Goldwyn
Tom Hanks
Dustin Hoffman
Allison Janney
Eva Longoria
Julia Louis-Dreyfus
Matthew McConaughey
Helen Mirren
Edward Norton
Mark Ruffalo