Program Summary:
650 seat performance theatre and multi-level lobby. Artistic support spaces including: Choral Rehearsal Hall, Multipurpose Hall, Green Room, Dressing Rooms, Costume Shop and offices.

Program Statement:
The Theatre, founded in 1968, is a Tony award-winning regional theatre located within the celebrated Woodruff Arts Center campus. The initial phase of work focused on the chamber, its lobby and artistic support facilities which were gutted to the original concrete enclosing walls. The transformation pulled the 650 seat chamber 10' closer to stage. The planning of the chamber optimized site lines, utilized ramping in lieu of lifts and integrated stairs to provide access to all levels. Each surface was tuned acoustically to deliver world class theatre to its patrons. The design team felt a responsibility to remove the separation between balcony and orchestra – challenging historic notions of segregation and discrimination. All seating zones can be accessed from every entrance within the chamber – a unifying planning feature of the Alliance Theatre Transformation.

The Firm assembled a world class team to implement handcrafted steam bending techniques and artistry on an architectural scale. From concept to construction the project demonstrates innovation through collaboration between Artist, Architect, & Fabricator. The result is a series of beautiful steam bent millwork guardrails and balconies that merge hand craft with mass production. The synthesis of acoustic performance, hand driven artistry, and sophisticated laser positioning are all carefully choreographed to execute the complex steam bent millwork without the need for wasteful CNC molds. Delivered for $330/sf, the product has proven to be both economical and stunning.
Context – Theatre within the Arts Center
Design Vision – Transformation

The transformation of the Theatre pulls the 650 seat chamber 10’ closer to the stage. Integrated stairs provide access to all levels within the chamber allowing for actors to engage directly with the audience. Each surface is tuned acoustically to deliver world class theatre to a diverse and engaged patronage. The doubly curved millwork system had to synthesize the acoustic requirements ranging from absorption to reflection. Despite the acoustic variation, only one profile of millwork is utilized.
IA-90.04
Design Vision – View from stage
We felt a responsibility to remove the separation between balcony and orchestra - challenging the historic notions of racial segregation in the South East. This transforms the theatre from a space of unease and divide into a contemporary venue for exchange and community. Early conceptual diagrams began hinting at a highly linear material system which could communicate the blended concept of the Theatre.
IA-90.06
Design Vision – Floor Plans

1 Orchestra
2 Balcony
3 Terraces
4 Inner Lobby
5 Stage
6 Quiet Room
7 Control Room
1 Orchestra
2 Balcony
3 Terraces
4 Inner Lobby
5 Stage
6 Catwalk
7 Rehearsal Hall
8 Costume Shop
9 Green Room
10 Dressing Room
The Artist worked to define a series of 1:1 mock ups that explored the material behavior of steam bent white oak. Conditions such as minimum spacing, tightest curvature, base details, hand rails details were all explored physically. This catalogue was then used in the Architect’s contract documents and scripted millwork layouts.
Finish testing for the steam bent millwork is conducted at 1:1 scale. Our team developed a workflow between the 3D model and the physical samples in order to iterate the color and quality of the finish. We chose an indicative location within one of the complex terrace shapes to explore the effects produced in the real world.

Each 1/2” x 1/2” riftsawn oak strand is sourced from fallen trees. This system creates very little waste and beckons patrons to engage directly with each element in a physical way. Over time the wood will patina and age by dynamic use and human touch. The final finish selection is a testament to the collaborative selection process.
Augmented Reality Integration – Fabrication of Millwork

The fabrication work flow is a hybrid of old-school hand built process and cutting edge augmented reality construction process. Laser projection and laser scanning were deployed throughout the process. The Architect’s scripted layouts were directly placed in real world space onto the finished millwork to check that every inch of millwork conformed to the contract documents.
IA-90.11
Fit and Finish – Doubly Curved
Millwork Installed
IA-90.12
Fit and Finish – Doubly Curved
Millwork Installed
IA-90.13

Fit and Finish – Doubly Curved Millwork Installed
Project Name: The Alliance Theater Transformation at the Woodruff Arts Center

Project Location: Atlanta, Georgia

Owner/Client: Chuck Winstead - Owner's Representative
The Winstead Group
The Woodruff Arts Center
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Architect(s) of Record:
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Brad McWhirter, AIA – Technical Principal
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Scott Melançon, AIA – Project Architect
Ayesha Husain, AIA – BIM Coordinator
Conway Pedron - Designer
Sarah Hussaini – Designer
James Babin - Designer

Landscape Architect: N/A

Consultants:
Artist Collaboration: Matthias Pliessnig
Millwork Fabrication: CW Keller Associates

Theater Consultants: Theatre Projects Consultants
Acoustics: Talaske Group
Structural Engineer: Uzun + Case
Mechanical Engineer: DLB Associates Consulting Engineers
Electrical Engineer: DLB Associates Consulting Engineers
Plumbing Engineer: DLB Associates Consulting Engineers
Lighting Designer: Fisher Marantz Stone
Graphic Design: Thirst
Life Safety: Jensen Hughes
Project and Cost Management: Cost+ Plus
Vertical Transportation: Lerch Bates

General Contractor:
Hogan Construction Group

Photographer(s):
(please list which specific slides get credited to each photographer(s) listed).
Greg Mooney: slides 11-13