

KENDALL CENTER

2022 Programming Overview

LOCATIONS

ROOF GARDEN



KENDALL PLAZA



325 MAIN LOBBY



PROGRAMMING CATEGORIES



Art



Charity



Community Partnerships



Education



Fitness



Food & Beverage



Performing & Visual Arts

PARTNERS



Kendall Square
The Future Lives Here



**CITY OF
CAMBRIDGE**



CAMBRIDGE | ARTS



ROOF GARDEN

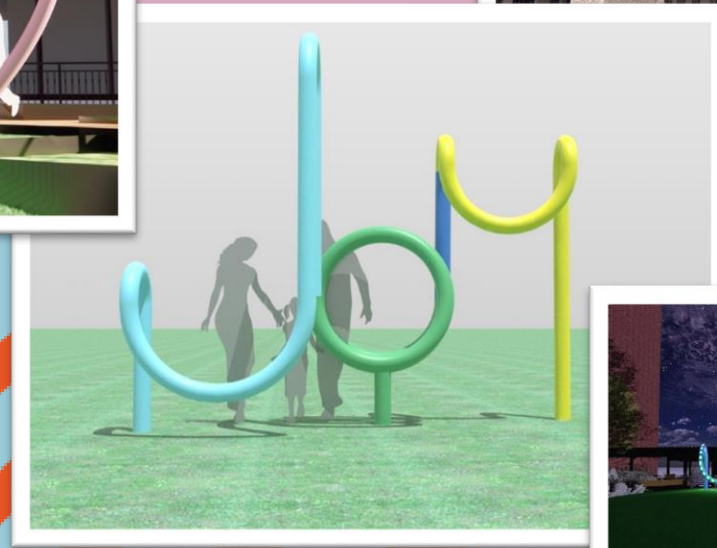
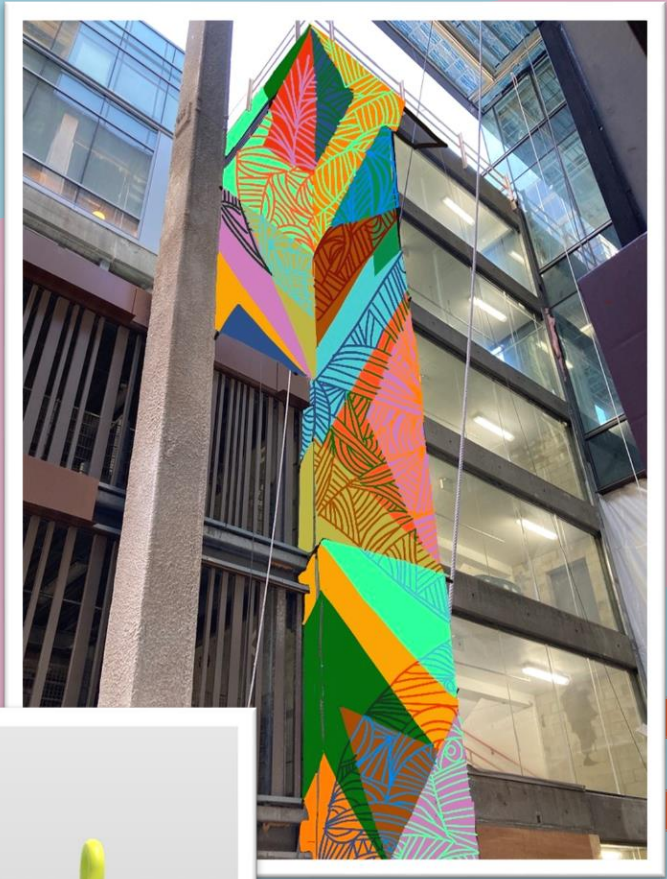
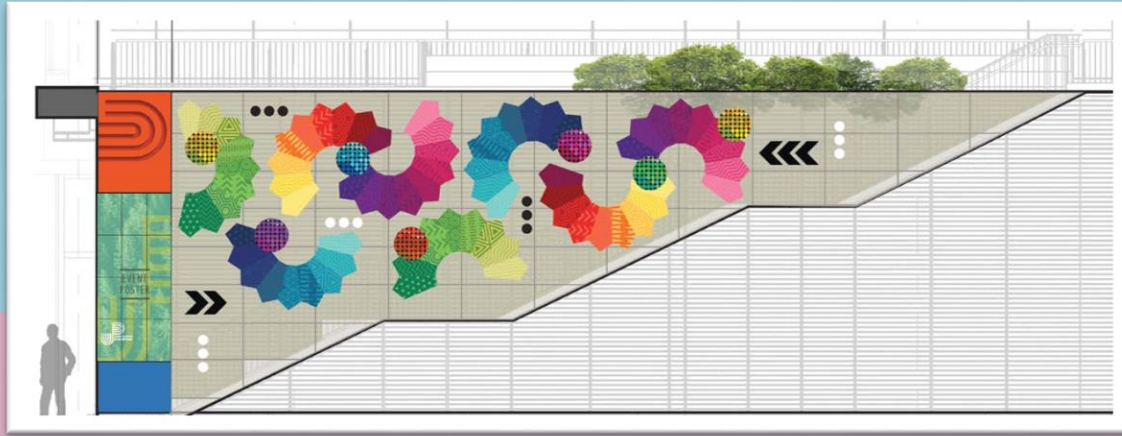


URBAN PARK
ROOF GARDEN

ROOF GARDEN



UP ART



ROOF GARDEN PROGRAMMING

Art

- Artist Receptions, Walks + Talks
- Digital Art Showings
- UP Art Unveiling

Charity

- Donation Drives
- Philanthropic Events

Community

- KSA Day
- Roof Garden Opening
 - Ribbon Cutting
 - Community Celebration
- Multicultural Festival
- Winter Wonderland

Education

- *Around the World* Digital Book Readings
- Lunch & Learns
 - City Sprouts
 - Green City Growers
 - Best Bees
 - TEDxCambridge
- Youth Field Trips

Fitness

- Meditation
- Pickle Ball/Volleyball Tournaments
- Yoga

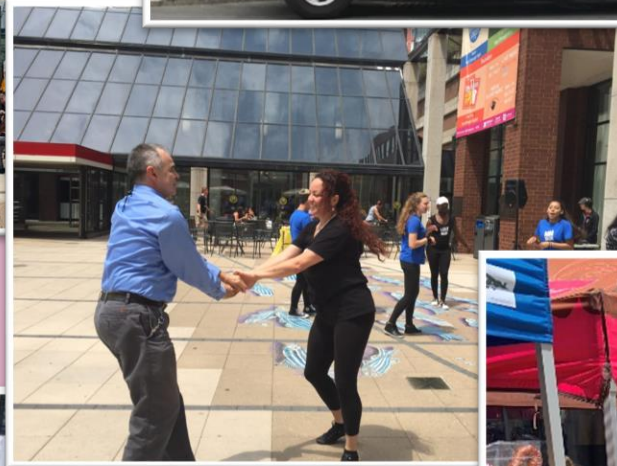
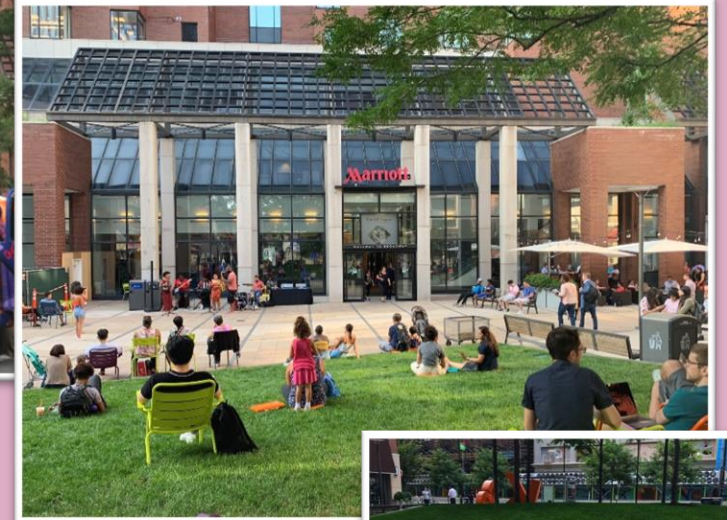
Food & Beverage

- Beer Garden
- Cooking Classes
- F&B Popups
 - Commonwealth Kitchen
- Paint & Sip Classes

Performing & Visual Arts

- CAC Film Festival
- Dance Lessons
- Daytime/Evening Concerts
- Holiday Carolers + Hot Cocoa
- Movie Nights
- Poetry Readings

KENDALL PLAZA PROGRAMMING



KENDALL PLAZA PROGRAMMING

Art

- Chalk Art
- Exhibitions / Installations

Charity

- Philanthropic Events
 - HomeStart iCycle Spin-a-thon

Community

- CAC Art Sessions
- Community Tabling
- Mentor Programs

Education

- Bike Week
- Health + Wellness Expo

Fitness

- Running Club

Food & Beverage

- Farmer's Market
- F&B Sampling
 - Cava
 - Sweetgreen

Performing & Visual Arts

- Berklee After 5
- Club Passim

325 MAIN LOBBY PROGRAMMING

Art

- Split Flap Wall

Charity

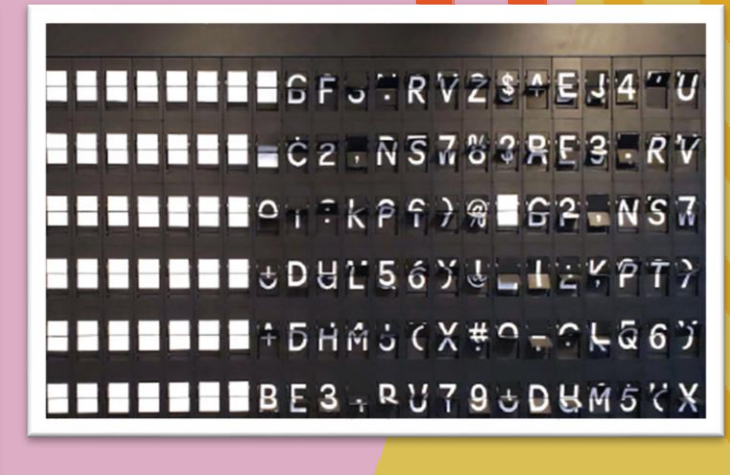
- Donation Drives
 - Back-to-School
 - Holiday Toy Drive
 - Thanksgiving Food Drive

Community

- Table Games

Education

- Book Nook



COMMUNITY OUTREACH

Community Partnerships

- KSA: Kendall Now Newsletter
- Kendall Square Soofa
- CIC Lobby Media Wall
- MIT Cross Promotion

Signage & Wayfinding

- Captivate Elevator Ads
- Kendall Plaza Transit Screen
- Roof Garden Media Wall
- Social Stair Digital Screen

Website & Social Media

- Kendall Center Website
- Instagram
- Facebook
- Twitter
- Influencer Collaborations

UP ROOF DECK DIGITAL DISPLAY

Meet Us at UP

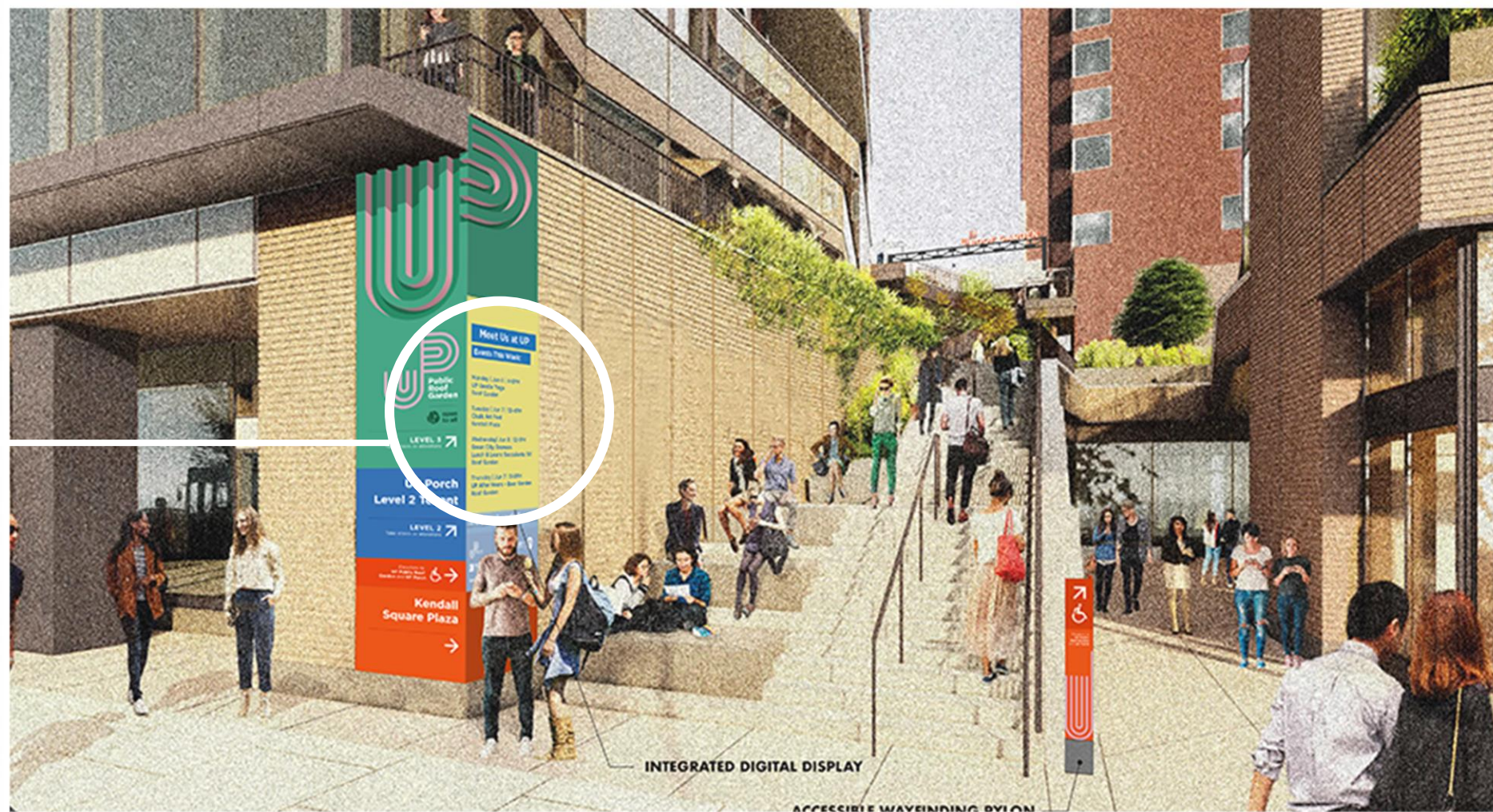
Events This Week:

Monday | Jun 6
UP Gentle Yoga
Roof Garden | 4-5PM

Wednesday | Jun 8
**Green City Growers
Lunch & Learn:
Succulents 101**
Roof Garden | 12-1PM

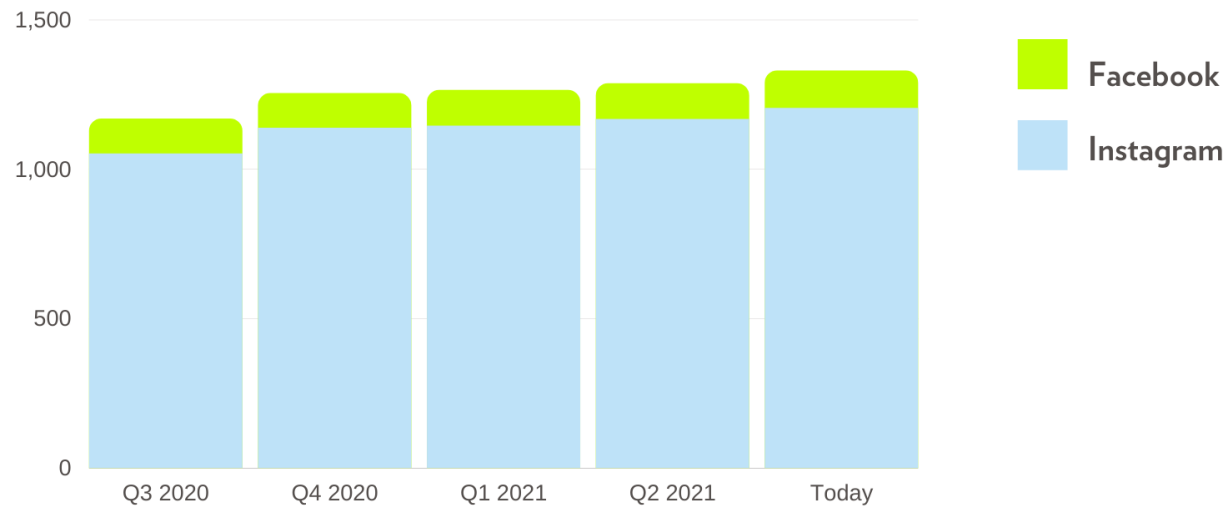
Thursday | Jun 7
**UP After Hours
Beer Garden**
Roof Garden | 5-9PM

 **URBAN PARK**
at Kendall Center



SOCIAL MEDIA OVERVIEW 2020 - 2021

Quarterly Follower Growth



Instagram



Facebook



THANK YOU!