

# KENDALL CENTER

## 2022 Programming Overview

# LOCATIONS

ROOF GARDEN



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



# ROOF GARDEN



# 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

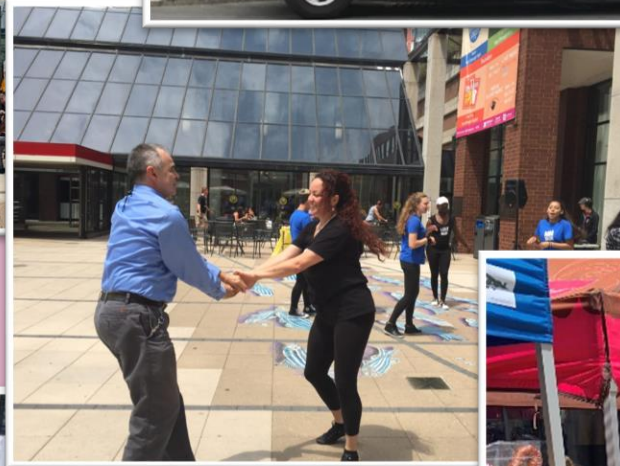
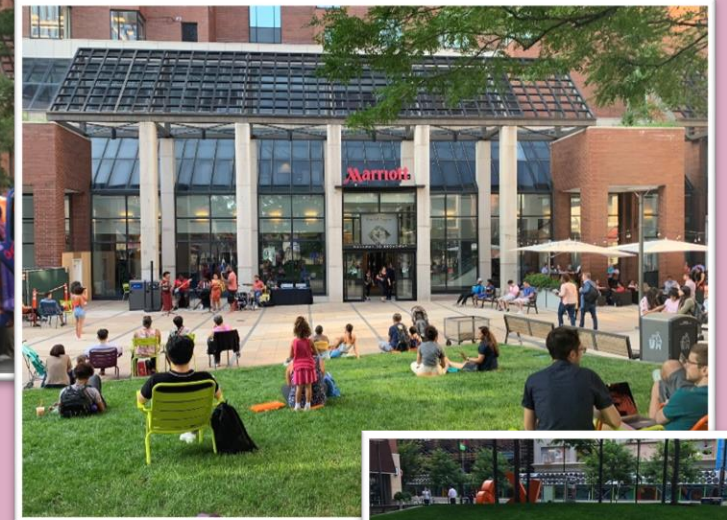
## Food & Beverage

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

## Performing & Visual Arts

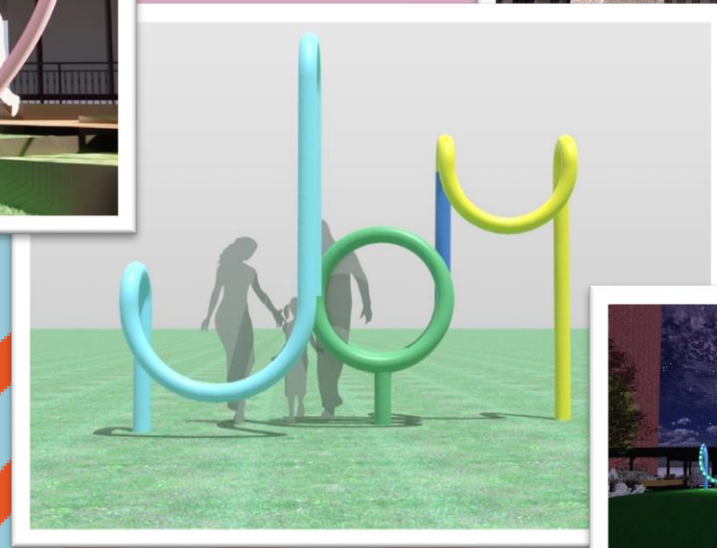
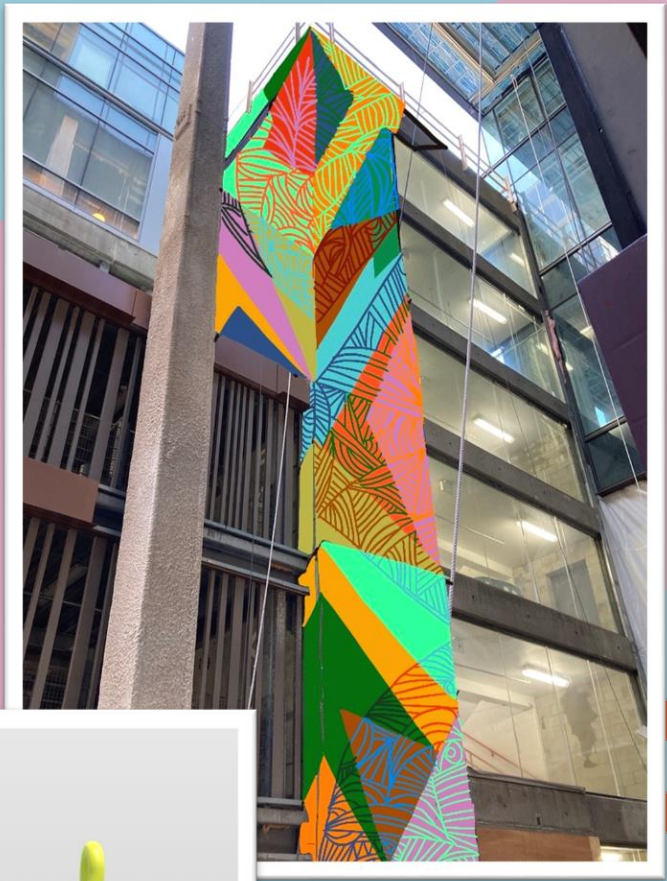
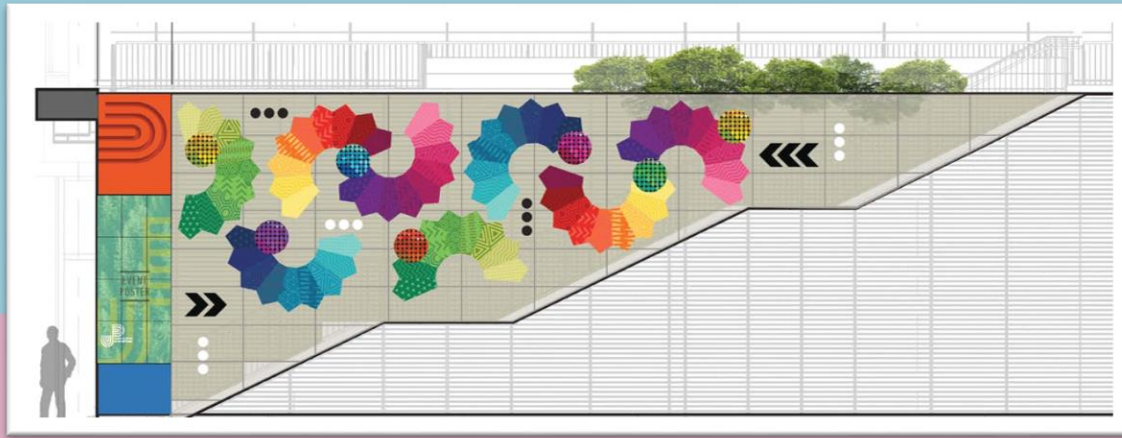
- Dance Lessons
- Daytime/Evening Concerts
- Holiday Carolers + Hot Cocoa
- Movie Nights
- Poetry Readings

# KENDALL PLAZA PROGRAMMING





# UP ART



# 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

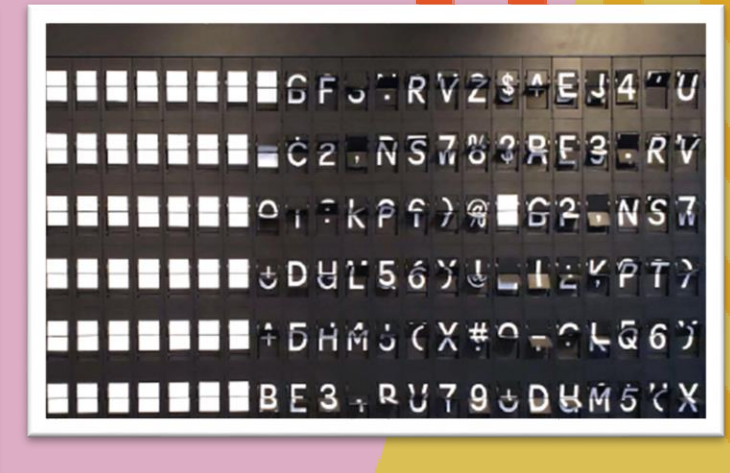
- Donation Drives
  - Back-to-School
  - Holiday Toy Drive
  - Thanksgiving Food Drive

## Community

- Table Games

## Education

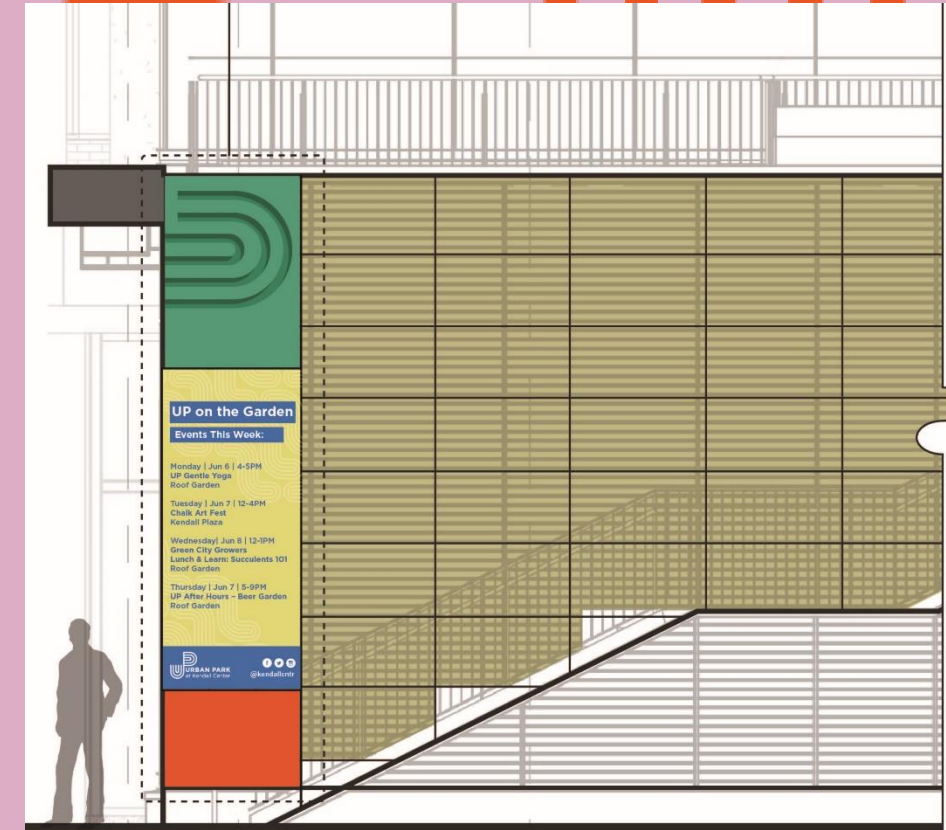
- Book Nook



# Attendance and Social Media Growth



# UP ROOF DECK DIGITAL DISPLAY



# Community Outreach

## Community Partnerships

- Kendall Square Association: Kendall Now Newsletter
- Kendall Square Soofa
- CIC Lobby Media Wall

## Kendall Center Website

## Property Signage and Wayfinding

- Social Stair Digital Screen
- Roof Garden Media Wall

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- Social Stair Digital Screen
- Roof Garden Media Wall

## Social Media

- Instagram, Facebook and Twitter