



# STUDENTS' UNION UNION DES ETUDIANTS

THE MYER HOROWITZ THEATRE  
Students' Union Building  
University of Alberta  
(formerly the Students' Union (SUB) Theatre)

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## HISTORY

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In 1967, the University of Alberta Students' Union opened their 720 seat concert hall which was developed by Theatre Designer, James Hull Miller. Located at 115 Street and 89th Avenue on the University of Alberta Campus in Edmonton, this innovative Theatre has seen over one million patrons go through its doors to experience thousands of performers presented by hundreds of promoters, community, and university groups.

The Theatre is owned and operated by the 30,000 students at the University of Alberta and has a yearly operating budget of \$300,000. We have a full-time staff of two administrators, three technicians and twenty part-time staff. Attendance is approximately 100,000 people per year, about half are students. The Theatre is both a rental facility and a producer/presenter of many touring artistic groups. Rentals account for almost 50,000 patrons!

The Theatre has a twenty-year history as a promoter/presenter of hundreds of artists from all disciplines of the performing arts. Virtually every Canadian performer of note has appeared here! The Theatre is a highly respected presenter of culture and entertainment in Western Canada and we are known internationally as a reliable promoter and facility operator. Along with Students' Union Cabarets and Lecture presentations, we handle about 100 artists or events per year.

In 1983, the SUB THEATRE saw a two hundred thousand dollar renovation which included new seats, carpet and improvements to the lighting and sound systems. In order to ensure the most up-to-date service to our artists and patrons, the lighting and sound equipment was upgraded (in 1987/88) to a computerized system with the purchase of the Colortran Scene Master; a new sound board and other miscellaneous items were also purchased.

In April, 1989, in recognition of the lasting contributions made to the University of Alberta and its students, SUB THEATRE was renamed in honour of the outgoing President of the University, Dr. Myer Horowitz. We are now to be known as **"THE MYER HOROWITZ THEATRE"**!

The Students' Union strongly believes that cultural presentations are of great importance to both campus and community audiences. We are very proud of our new name and of our facility and we look forward to a bright and exciting future!

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June, 1989