



WHERE YOU WORK IS MORE THAN YOUR OFFICE

Kendall Square's third space

All things being equal, after your co-workers, your benefits, and your building, what factors tip the best prospects to join and stay with your company?

It's your neighborhood.

What defines a neighborhood is more than the workspace itself. When you have a place where people congregate after hours, where they're eager to spend their time, you have something extra.

That place is The Platform. A new cultural venue at 585 Kendall Street. Kendall Square's gathering place, six days a week.

A PARTNERSHIP THAT RESONATES BEYOND ONE SEASON

Extending your footprint past the walls of your office

The Platform is a new three-story arts and performance venue at 585 Kendall Street, Cambridge. Three performance spaces, a café, bar, and indoor garden, with programming six days a week spanning global music, jazz, dance, theater, and film. The Platform takes its place as Kendall Square's cultural hub.

FOR FOUNDING PARTNERS ONLY

Corporate founding partners receive partnership rates for event spaces, membership benefits for employees, and public recognition both in the venue and in widely distributed promotional materials. And corporate founding partners will have permanent recognition on the building's donor wall at the entrance. This is not a small thing. It's a stake in a civic institution.

Your employees will come here for your events, and for shows in the evening. They will walk past this building. They'll bring their families. The Platform becomes part of the texture of their working lives, and part of the public identity of the companies that helped make it possible.

DEFINING THIS NEIGHBORHOOD

The organizations that help bring The Platform to life will be publicly recognized as founding partners of Kendall Square's cultural landmark. In the most innovative square mile on the planet, this association has lasting value.

We are in conversation with a small number of companies whose values and presence in Kendall Square align with what The Platform is building.

We'd like to speak with you about a corporate partnership.

THE VENUE

Takeda Theater at The Platform
404 seats

Cabaret Stage
125 seats

Ground Floor Commons
Bar · Café · Indoor garden

Rehearsal Studio
Event & flexible space

PROGRAMMING

Global music & dance

Jazz · Theater · Comedy

Film · Talks · Festivals

Community events

Six days a week

LAUNCHED BY

Global Arts Live
globalartslive.org



Cathi Ianno

Director of Advancement

cathi@globalartslive.org

617-674-2663

Connie Chin

Chief Executive Officer

connie@globalartslive.org

617-475-5285

