



MCCA REVEALS THE LAWN ON D:

BOSTON'S FIRST-OF-ITS-KIND OUTDOOR INTERACTIVE EXPERIENCE

Offering Arts, Music, Games, Food & Beverage, Unique Programming to Innovation District

August 15, 2014; Boston, Mass. – Opening today, The Lawn on D (www.lawnond.com) is an experimental event space and Boston's first-of-its-kind outdoor interactive landscape in the epicenter of the Innovation District and South Boston neighborhood. Located on D Street at the Boston Convention & Exhibition Center (BCEC), The Lawn on D is owned and operated by the Massachusetts Convention Center Authority (MCCA) and is a community-focused initiative attracting diverse audiences from across the city in an innovative and creatively engaging space. The Lawn on D offers original, high-caliber programming and events that integrate the BCEC deeper into Boston's urban fabric.

The Lawn on D is open for the next 18 months with seasonally changing programming. During this period, the MCCA will experiment with different types of programming that will help plan for a permanent outdoor space that will be a part of the BCEC expansion.

“The Lawn on D is an initiative that will allow us to provide a vibrant meeting place between the traditional South Boston neighborhood and the burgeoning South Boston Waterfront,” said James E. Rooney, executive director of the MCCA. “Our goal was to create a public space unlike any other in the city, and we've certainly accomplished that feat through the Lawn's unique design and programming. Now we are excited to officially open and watch our neighbors and visitors enjoy all that The Lawn on D has to offer.”

“The Lawn on D will provide the kind of eclectic entertainment and activity that makes Boston a more attractive destination for its residents and visitors alike – from families, to teens, to young professionals working in the South Boston Waterfront and everyone in between,” said Boston Mayor Martin J. Walsh. “Kudos to the MCCA for thinking outside the box when it comes to public event space, and for creating a place that doesn't just meet a business need, but also adds to the urban design of a growing neighborhood.”

The Programs

There is always something to see, do or experience at The Lawn on D. The 2.7-acre space provides a colorful collection of public seating and lounge chairs, rotating public art exhibitions,

Ping-Pong tables, bocce courts and other assorted lawn games, and free Wi-Fi. Thursdays through Sundays, The Lawn on D offers four categories of world-class programming, including major large-scale public art installations and art events (**D Street ArtLAB**), lawn games and local gaming leagues (**D Street Games**), live performing-arts events (**D Street LIVE**) and concerts and festivals featuring Grammy-winning and emerging local bands (**D Street Music**).

The Space

The Lawn on D is a vibrant space with freshly planted trees and greenery, paved walkways, picnic tables, local food trucks and a 5,000-square-foot tent with a permanent bar. The outdoor event landscape provides a space for remarkable, public and private events, which benefits from an energetic event-programming platform that includes an operational outdoor bar, built-in lawn games and activities, public art, and lounge chairs. The turnkey space will also offer event infrastructure such as lighting, security, and electrical connections along with the world-renowned event management capacity of the MCCA.

Public programming at The Lawn on D was developed and managed by HR&A Advisors and Chris Wangro. Most public programming from Thursdays through Sundays is free and open to the public. During select evenings throughout the season, The Lawn on D will host ticketed events. For information on program schedules, hours, transportation and more, please visit www.lawnond.com, like The Lawn on D on Facebook at <https://www.facebook.com/TheLawnOnD> or follow The Lawn on D on [Twitter](#) and [Instagram](#) at @LawnOnD.

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About The Lawn on D

A first-of-its-kind outdoor interactive space in Boston, The Lawn on D is an experimental landscape that brings together different communities, audiences and area residents for innovative programming and events in the epicenter of the Innovation District and South Boston neighborhood. The trial landscape will offer opportunities in an interactive environment to create a unique Boston experience. The Lawn on D will be open for approximately 18 months beginning in August with seasonally changing programming. With direct feedback and ideas from the community sourced during the experimental phase, the Massachusetts Convention Center Authority (MCCA) will develop plans and programs for a year-round space that will further entrench the BCEC in Boston.

About the MCCA

The Massachusetts Convention Center Authority (MCCA) owns and oversees the operations of the [Boston Convention & Exhibition Center](#) (BCEC), [the John B. Hynes Veterans Memorial Convention Center](#), the [MassMutual Center](#) in Springfield, Mass. and the [Boston Common Garage](#). The BCEC and Hynes have earned a rare gold standard from the International Association of Congress Centres (AIPC), making Boston only the fourth city in North America and the 12th worldwide to have been awarded this top standard, the highest certification level a

convention facility can achieve under strict AIPC guidelines. The MCCA's mission is to generate significant regional economic activity by attracting conventions, tradeshow and other events to its world-class facilities while maximizing the investment return for the residents and businesses in the Commonwealth of Massachusetts.

About HR&A Advisors and Chris Wangro

HR&A Advisors, Inc. (HR&A) is an industry-leading real estate and economic development consulting firm. HR&A has provided strategic advisory services for some of the most complex mixed-use, neighborhood, downtown, campus, and regional development projects across North America and abroad for over thirty years. Recently, HR&A has led the program design and implementation of a broad range of transformative projects including [Talking Transition](#), [NYC BigApps](#), and a range of energy efficiency incentive programs. HR&A has offices in New York, Los Angeles, and Washington D.C.

Chris Wangro is a veteran producer of public-space events with over 30 years of experience producing major festivals and public spectacles in outdoor space. He is acclaimed as one of the leading and most imaginative impresarios of live events in North America. He has produced Presidential summits, pachyderm parades, papal visits, and rock festivals, as well as some of the most dynamic spectacles brought to the public on a mass scale. He has created prestigious arts festivals, concerts and cultural expositions for organizations in the United States, and landmark events for governments abroad.