



COCA-COLA STAGE AT THE ALLIANCE THEATRE

ATLANTA, GA

TRAHAN ARCHITECTS

Founded in 1968, Atlanta’s Alliance Theatre is a Tony Award-winning regional theater whose leaders undertook the complete redesign of its main performance space, the 70,000-square-foot Coca-Cola Stage. The goals for the overhaul were for the theater to be acoustically perfect, have state-of-the-art technology, provide good interior flow for patrons, and offer an intimate environment with no separation between audience and performers.

The initial phase of work focused on the auditorium, its lobby, and artistic support facilities, which were gutted to the building’s original concrete enclosing walls. The auditorium’s plan optimizes sightlines to

the stage, utilizes ramps in lieu of lifts, and integrates stairs to provide access to all seating zones from every entrance within the chamber. The transformation pulled the 650-seat auditorium 10 feet closer to the stage. Each surface was tuned acoustically to deliver pin-drop sound to its patrons. A collaboration between the architects, artist

Matthias Pliessnig, and the fabricator resulted in a technique for creating the theater’s steam-bent millwork guardrails and balconies on a grand scale. Merging hand craft with mass production, the team synthesizes acoustic performance, hand-driven artistry, and sophisticated laser positioning to provide an enveloping theater experience. **RS**

“The beautiful thing about it is that it’s driven by what the hand can do.”
—Juror Bryan C. Lee Jr.

Architecture Design Team

Victor F. “Trey” Trahan III, FAIA; Leigh Breslau, AIA; Brad McWhirter, AIA; Scott Melançon, AIA; Robbie Eleazer, AIA; James Babin, AIA; Ayesha Husain, AIA; Conway Pedron, AIA; Sarah Hussaini, Andrew Fu, Wenyun Qian

Collaborators

Matthias Pliessnig, Uzun + Case, Theatre Projects Consultants, Talaske Group, DLB Associates Consulting Engineers, Cost+Plus, Fisher Marantz Stone, Thirst, Jensen Hughes, Lerch Bates

Photo credit: James Babin