



For immediate release

media contacts

Toni Robin
858 483 3918
tr@trpsandiego.com

Photos available upon request

**NEW EVENTS/ART/FILM/FOOD EXPERIENCE UNDERWAY
IN NTC ARTS & CULTURE DISTRICT
TheLOT/Liberty Station Set to Open Late Autumn in Point Loma**

March 24, 2015 – SAN DIEGO – The NTC Foundation has announced the signing of a new lease agreement with La Jolla-based **Backlot Hospitality**, run by Adolfo Fastlicht, to open a new events/art/film/food experience called **TheLOT/ Liberty Station**. It will be located at the former Luce Auditorium at the NTC Arts & Culture District, between Rosecrans Street and Truxtun Road in Point Loma.

Set to open in late autumn, renovations will begin in April. Six intimate cinemas will provide seating for 50 to 100 people, and a new outdoor covered lounge for dining and socializing will overlook historic Luce Court. Events and art will be an integral part of the offering. A similar project is underway in downtown La Jolla, TheLOT/La Jolla.

Named after Navy War College founder Stephen Bleeker Luce, the original 20,000 sq. ft. Luce Auditorium opened in 1941, with 2,200 seats, to screen Navy recruit training films, special event programs and general release films. During World War II, legendary stars like Bob Hope and Tommy Dorsey and his Orchestra performed. Orchestra leader Kay Kyser brought his “College of Musical Knowledge” show to Luce Auditorium in 1942 to entertain recruits at the Naval Training Center.

Dormant since the base closure in 1997, the building recently underwent a Community Needs Assessment and Operating Studies by the NTC Foundation to determine if a performance venue was viable. Reports proved it was too unwieldy and expensive for the nonprofit to transform the space into a performance venue and operate it efficiently.

“Luce Auditorium has been one of the most challenging projects for us because of the renovation costs and complexities of the expansive space,” noted Alan Ziter, Executive Director of the NTC Foundation, which has already completed renovations to 16 of the 26 buildings in the Arts & Culture District. He continued, “Backlot Hospitality is committed to preserving Luce Auditorium’s exterior architectural features with first-class adaptive reuse, while returning the building to its historic use, exhibiting films through the creation of a new cinema center, which was high on the community’s wish list for Liberty Station.”

“This promises to further enliven the NTC Arts & Culture District in profound ways,” added Ziter. “We will encourage this influx of new visitors to explore the many nearby museums, art galleries, restaurants and studios throughout our vibrant creative campus.

We also see many future collaborative opportunities with our new tenant IDW Publishing, as well as with San Diego's many film festivals. This is not only a new benefit to the NTC Arts & Culture District, but to all of Liberty Station and the entire Point Loma community."

"What we're creating with TheLOT/Point Loma is not just cookie-cutter cinema," said Fastlicht from Backlot Hospitality. "We're launching a concept and a new experience in a perfect location that will become a community hub."

Backlot Hospitality has engaged James Beard nominee for Restaurateur of the Year, Elizabeth Blau, as the consultant to helm the great food and drink offerings at all TheLOT locations.

With the impending opening of TheLOT/ Liberty Station and the nearby Liberty Public Market, as well as several new restaurants, Liberty Station is fast becoming the vibrant destination visionaries dreamt about when the former Naval Training Center revitalization project began over 20 years ago. First-run blockbusters will be screened, as well as art and foreign films. SMS Architects helmed the architecture; Dempsey Construction will oversee the renovation.

###

ABOUT NTC AT LIBERTY STATION AND THE NTC FOUNDATION



NTC at Liberty Station is San Diego's largest Arts & Cultural District located in historic buildings at the former Naval Training Center in the new Liberty Station neighborhood. With 28 park-like acres and 16 of its 26 buildings complete, NTC is home to nearly 80 museums and galleries, artist studios, dance companies, educational groups, multidisciplinary arts, creative retail and other organizations that showcase San Diego's creative community and provide innovative experiences for the public. NTC is under the stewardship of the not-for-profit NTC Foundation: www.ntclibrestation.com.



The NTC Foundation was established in 2000 by the City of San Diego as a 501(c)3 nonprofit foundation to enrich the lives of San Diegans by renovating 26 historic buildings at the former Naval Training Center to create, facilitate and operate a broad-based complex focused on experiencing the arts, culture, and creativity that are the hallmark of the San Diego region.

ABOUT BACKLOT HOSPITALITY

Backlot Hospitality intersects and evolves the worlds of hospitality, entertainment, and adaptive reuse, creating a new genre of spaces for people to gather for events, art, film, and food. A community-builder dedicated to the vitalization of historic neighborhoods, Backlot Hospitality designs next-generation spaces for stories to unfold.