

About the Cover

The historic Alex Theatre celebrates its 90th birthday, serving as a Glendale landmark since 1925. Originally a neighborhood Vaudeville house and movie palace, today the venue serves as a world class performing arts and entertainment center.

Located in the heart of the City's downtown and arts & entertainment district, the 1,400-seat Theatre is operated by the non-profit Glendale Arts. The registered historic landmark draws thousands of theatergoers each month with music, dance, and comedy presentations, film screenings, cultural celebrations, location shoots, and a variety of special events, serving diverse audiences and interests.

From its opening in 1925 through the 1950s, the Alex Theatre served as a preview house for major Hollywood releases, attracting the glamorous stars of the time. The Theatre continued to host Hollywood previews and screen first-run films until the 1980s, when it closed after several years of decline.

In 1992, the Glendale Redevelopment Agency purchased the Theatre and dedicated \$6.2 million to restore the Alex to its former splendor. Since reopening on New Year's Eve 1993 as a performing arts and entertainment center, the Theatre has been a vital nexus of entertainment, commerce, and civic activity. In 2013 the City of Glendale and Glendale Arts also took on a \$5.2 million expansion for greater backstage facilities and access.

While there are some exciting changes to the Alex, other things remain unchanged. The widely recognized neon tower continues to stand tall as a beacon for Downtown Glendale, symbolizing the Alex Theatre's storied history and its standing as a premier destination for arts and entertainment in Los Angeles.

