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SIMON SKJODT ASSEMBLY HALL BUILDS ON PAST SUCCESSES AFTER RENOVATION

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May 2, 2017 (Bloomington, IN) — Indiana University’s Simon Skjodt Assembly Hall continues to court success after its major renovation in fall 2016 with the booking of a major musical act and a partnership with Venue Coalition to bring more great events to the university.

The 17,222-seat venue’s renovation included a new atrium, new seats, a new scoreboard, more restrooms, and the opening of the Mark Cuban Center for Sports Media and Technology.

“I think our fans will find that we have maintained the best qualities of this iconic building while substantially improving the fan experience,” said Fred Glass, Indiana University vice president and director of intercollegiate athletics, during the dedication ceremony in October 2016. “The establishment of the Cuban Center will put Indiana University at the cutting edge of sports media and technology, differentiating us from our competition.”

In February, country music superstar Luke Bryan performed to a capacity crowd in the Assembly Hall.

“Since its opening in 1971, not only has this venerable arena been home to Big Ten basketball, but also to the best touring artists from The Rolling Stones and Elvis to Neil Diamond and the Red Hot Chili Peppers,” said Doug Booher, CFE, executive director of university events. “With the incredible renovation of IU’s Simon Skjodt Assembly Hall now complete, we are proud to be partnering with Venue Coalition to reestablish a tradition of the best of touring entertainment in one of America’s most iconic arenas.”

Venue Coalition, a booking and operations consultant to more than 70 arenas and theaters throughout North America, supports agents, promoters, and producers by expediting and simplifying the tour routing process.

In January, it added Simon Skjodt Assembly Hall and the 3,200-seat Indiana University Auditorium to its roster of world-class venues.

“We are proud to welcome the Simon Skjodt Assembly Hall and Indiana University Auditorium to the Venue Coalition family,” said Andrew Prince, executive vice president and partner at Venue Coalition. “Assembly Hall represents an exciting opportunity for touring artists to perform in a world-class facility.”