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## BosTix booth reopening at Faneuil Hall this week

By Emily Wyrwa

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ArtsBoston's BosTix booth will reopen at Faneuil Hall on Wednesday. To celebrate the return of its discount ticketing kiosk, the arts advocacy organization announced a partnership with the Emerson Colonial Theatre for the pre-Broadway premiere of "The Queen of Versailles," starring Tony and Emmy Award winner Kristin Chenoweth. The six-week engagement begins on July 16.

The reopening of the BosTix downtown location marks a new beginning for ArtsBoston, according to a press release from the group. As it did before its pandemic-related closure, the Faneuil kiosk will sell discounted tickets to arts performances across the city. In its new iteration, it will also host pop-up performances and interactive arts experiences, and according to ArtsBoston's executive director, Catherine Peterson, "It's going to be a happening place."

"We have such a healthy, vibrant ecosystem of the arts that we want to make sure everybody knows about," Peterson said in an interview with the Globe. "By having that booth open in one of the most highly trafficked parts of our city, not only will people be able to get there easily, but they're just going to run into it. They're going to see the vibrancy, and it's going to make them stop and think, and engage [with the arts]."

When it opens, the Faneuil Hall booth's hours will be 11 a.m. to 3 p.m., Wednesdays through Saturdays. For "Versailles," BosTix will sell \$49 orchestra seats until this Saturday, or when the 400 tickets sell out.

"Any time we are fortunate enough to get a pre-Broadway show like 'The Queen of Versailles,' it's really a moment to celebrate," said Joey Riddle, the Emerson Colonial Theatre's general manager.



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Riddle said the ArtsBoston partnership "made sense," as the promotional pricing will put the show on a broader audience's radar. He added, "The show is incredibly popular, but we wanted to make sure that it also is accessible."

The BosTix booth, which opened in Faneuil Hall Marketplace in 1978, has always prioritized accessibility, according to Peterson. The program was modeled after TKTS in New York, and had two physical Boston locations before its four-year hiatus, starting in March 2020. The Back Bay location is anticipated to return in December, timed with the projected completion of the Copley Square Park renovations.

As theaters reopened post-pandemic, ArtsBoston continued to offer BosTix promotions online. But Riddle thinks the program's in-person return will extend a helping hand to potential and new theatergoers.

"There's this misconception that commercial theater is somewhat exclusionary, especially because of the price of admission," he said. "People know that [the kiosk] is a place to go if you see a title that you think you're unable to attend because you can't afford the ticket price. Suddenly, you can attend that show."

Additionally, said Peterson, booth employees are well-versed in Boston's theater community. They "see everything," she added, and can help people find new arts offerings throughout the city.

"Every single day, we hear about grandparents who are taking their grandkids [to a show] for the first time, friends who are able to go twice as often because of the price," Peterson said. "It's a way to connect and be able to, at the last minute, put together amazing plans."

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