



Frequently Asked Questions

1. What is the significance of August Wilson’s name associated with the organization August Wilson Cultural Center?

In 2006, the building’s previous owner named the building for August Wilson to bring international attention to the Center by identifying it with the Pittsburgh native who rose to global prominence as one of America’s greatest playwrights. When the building’s current owner, the African American Cultural Center, purchased the building in 2014, it continued to use the name the August Wilson Center for African American Culture for the building with consent from the August Wilson estate. In 2019, after a tumultuous period, the African American Cultural Center determine to operate under the name August Wilson Cultural Center. We are closely aligned with the August Wilson estate and continue to be honored by this association and determine that August Wilson’s personal mission aligns with our own, taking our organization to global heights of excellence in cultural programming. The August Wilson Cultural Center is our home for arts, storytelling, and exchange around African American culture and the African Diaspora.

2. What initiatives are being launched to honor August Wilson’s legacy?

Working with the August Wilson estate, we are creating a permanent interactive digital exhibit dedicated to the work and inspiration of August Wilson’s legacy that will open in Fall 2019. The exhibition will include his personal effects, props and costumes from his Broadway plays and more.

3. Was there community input into the rebranding and strategic plan process?

Many community voices were at the center of this planning process. We consult with our Advisory Boards and a group of community leaders and stakeholders. We realize that it is impossible to capture the sentiments of every segment of community however we are committed to keeping lines of communications open and we welcome feedback from the community through surveys, newsletters, and inquiries from info@aacc-awc.org.

4. “The building was paid for with tax payer dollars and is responsible to the public.” What is the current state of ownership vs. public tax payer dollars?

In 2014, the building was purchased with public and private funding. The board of Directors and CEO have governance over internal operations. During the strategic planning process, we did confer with community regarding the name change, and we will continue to provide programming to benefit the community, however tax payers have no legal naming authority for AWCC any more than any other entity or institution that receives tax-payer dollars.

5. What happened to the name August Wilson Center for African American Culture?

In November 2014, the August Wilson Center for African American Culture went through receivership. A new organization was formed called African American Cultural Center. This new organization purchased the building from the original organization, clearing all debt and severing all ties. In 2018, the African American Cultural Center received permission from the August Wilson Estate to continue to use his name for the building, including with modifications. After a strategic planning process with thoughtful consideration from the Board, President & staff, advisory members with benchmarking examples of culturally specific, sustainable, successful organizations we rebranded the institution, the August Wilson Cultural Center (AWCC).

6. Does the Pittsburgh Cultural Trust own and/or operate the August Wilson Cultural Center?

The August Wilson Cultural Center is not owned, nor operated by the Pittsburgh Cultural Trust, nor are they involved in any form of governance for the AWCC. The Pittsburgh Cultural Trust continues to be a valued partner in the Cultural District through shared services and programming initiatives.

7. There have been so many changes at the August Wilson Cultural Center. How can the community express their opinions in a formalized way?

The August Wilson Cultural Center values our patron's comfort and we are committed to providing a positive patron experience. We are implementing processes to invite feedback from our patrons like a portal on our website, specifically sending a "Message to the President" and Response Cards that can be filled out at AWCC to provide feedback and share your thoughts about the August Wilson Cultural Center. Please check back with us soon as these initiatives are underway.

8. Does the newly branded name eliminate the focus on "African-American" programming?

In our opinion, August Wilson's name is synonymous with African American culture. If one reads his plays, listens to interviews, it is clear August Wilson committed his life to the documentation of African American life. If one peruses our website, our programming mission speaks for itself. Our programming is rooted in African American and African Diasporic culture. We are charged with upholding the aforementioned mission and vision set forth by our leadership and patron

base and we're honored to present relevant and high caliber programming at the August Wilson Cultural Center.

9. Who owns the AWCC?

The building is owned by the African American Cultural Center, DBA August Wilson Cultural Center.

10. How can you become involved with the August Wilson Cultural Center?

We welcome volunteers to get involved with events and various programming year-around. Please contact us at getinvolved@aacc-awc.org for more information. Patrons also have the opportunity to make donations year-around in support of AWCC programming and sustainability for years to come.