

# From Concept to Creation: SAG-AFTRA Foundation Teams Up with ASG to Create the Meryl Streep Center for Performing Artists

*ASG's Cross-Divisional Expertise in Systems Integration, Audio Design, and Managed Services All Helped Bring to Life this 15,000 Square Foot Creative Space*



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## ASG Customer Story: Meryl Streep Center for Performing Artists

When the **SAG-AFTRA Foundation** imagined a new creative space for its members, they weren't just thinking about new rooms or updated gear. They wanted to create something that felt like a real home for their members – a space where actors, voiceover artists, and other creative performers could work, learn, connect, and support one another.

That vision became the Meryl Streep Center for Performing Artists, a 15,000-square-foot facility on the top floor of 5757 Wilshire Blvd in Los Angeles. Named in honor of Meryl Streep, whose support of the Foundation spans nearly four decades, the space brings together screening rooms, voiceover labs, an on-camera studio, classrooms, and creative spaces under one roof, creating a vibrant hub for community and creativity.

To bring this idea to life, the Foundation partnered with Advanced Systems Group (ASG) for their deep technical knowledge and expertise in audio and systems integration. What started as a plan to update a screening room grew into a fully realized center built for modern production, connection, and learning.



*Meryl Streep Center entrance.*

## ASG Customer Story: Meryl Streep Center for Performing Artists

### Rethinking What a Creative Center Could Be

One of the earliest goals was to rethink the screening experience. The Foundation's longtime screening room could no longer support modern workflows, especially formats like DCP.



**"We wanted a screening experience that matched today's professional standards and the ability to screen content the way studios intended. That got us thinking about what else was possible."**

***Charlotte Wells, Chief Operating Officer of the SAG-AFTRA Foundation for the Arts***

The idea grew, and that kicked off the larger conversation: If they were going to invest in technology, why stop at one room? Why not create an entire space that can support everything from auditions and classes to screenings, live events, and content creation, all while fostering a sense of community?

### A Place That Brings People Together

The new space did more than add new capabilities; it changed the way members interact. For 40 years, the Foundation operated in isolated pockets of space scattered throughout a 10-story building. Now, every program and service is under one roof, and this shift has created a profound sense of community.

"As an actor, you can feel like an island," Wells continued. "But now, you might walk out of a screening and bump into someone heading into the on-camera lab. People are having conversations, connecting, and sharing ideas. That didn't happen before, and that sense of connection is incredibly valuable."

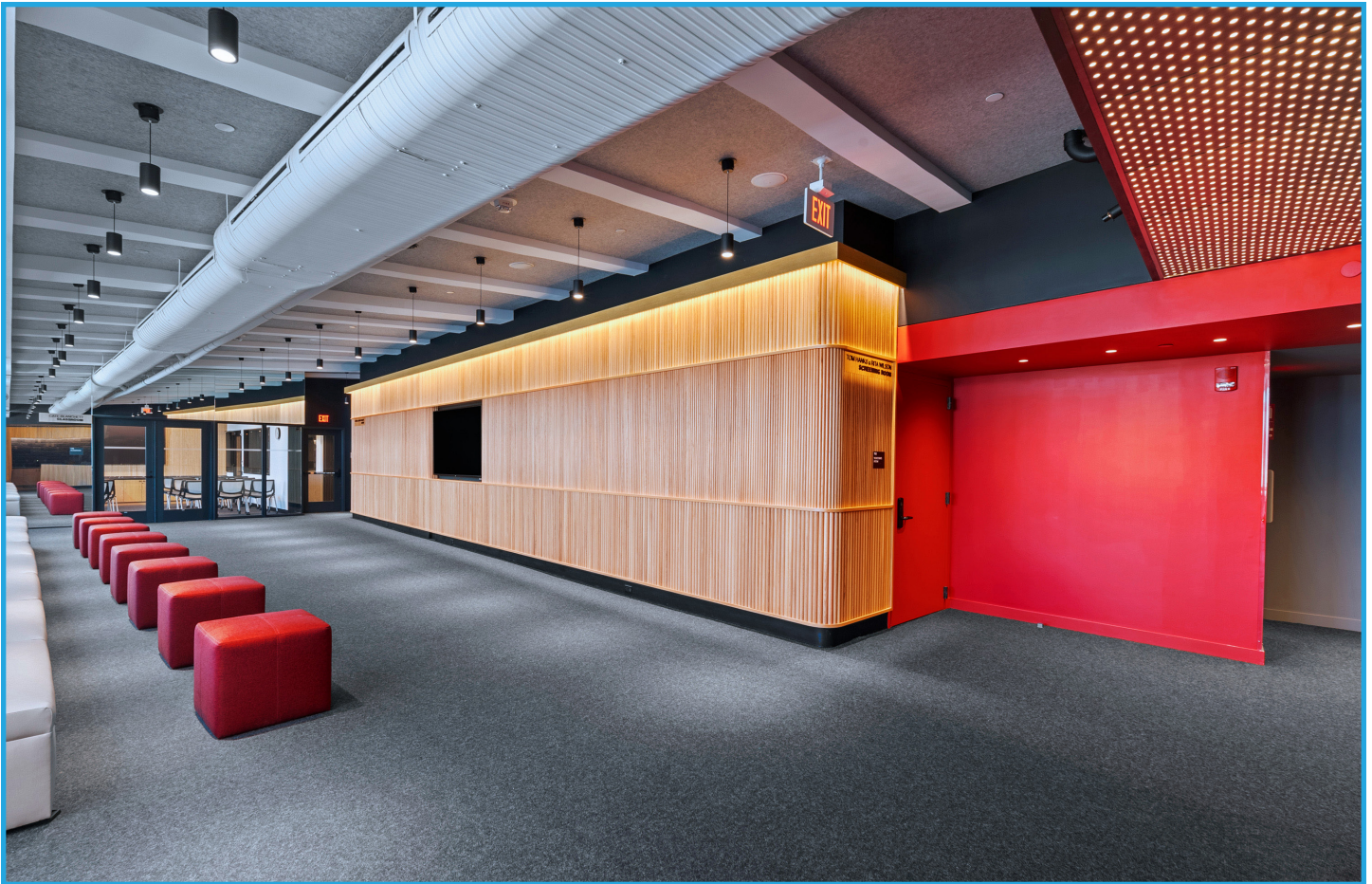


**"We have countless testimonials from members who came in for a free session, recorded a reading, and booked the job. It's changing lives."**

***Cyd Wilson, Executive Director at the SAG-AFTRA Foundation***

Thanks to the Center's reputation for professional-grade technology, casting directors now recommend SAG-AFTRA Foundation members use the facility to record auditions.

## ASG Customer Story: Meryl Streep Center for Performing Artists



*Meryl Streep Center lobby.*

The Foundation has named several spaces in the Center to honor actors who have supported its mission, including the Nicole Kidman Green Room for special guests and the Leonardo DiCaprio On-Camera Studio, which gives actors a professional space for self-taping and refining their on-screen presence. The upgraded Don LaFontaine Voiceover Lab supports voice actors with a space for recording and honing their craft. The Center features classrooms for industry-led workshops on acting, audition prep, casting, and career development, ensuring performers have the resources to grow and learn with creative confidence.

### **Where Stories are Shared and Made**

At the heart of the Center is the Tom Hanks and Rita Wilson Screening Room, a beautifully designed 100-seat screening room that does more than just show films. It is a multifunctional venue ideal for panels, Q&A's, live events, masterclasses, educational screenings, and private industry gatherings. ASG outfitted the room with a full 4K production setup, including telemetric 4K cameras, live switching, and multi-track audio for live streaming and archival use. The centerpiece is a 225-inch LG Miraclass 4K Cinema Display (the first of its kind) paired with a Dolby IMS3-L cinema server and Storm Audio ISP to deliver a premium cinema-quality experience.

## ASG Customer Story: Meryl Streep Center for Performing Artists



*Meryl Streep Center control room.*

ASG engineered a Meyer Sound 7.1 surround system specifically to maintain audio fidelity while minimizing sound bleed to neighboring floors. “We had to balance performance with strict building and acoustic constraints,” said Michele Ferreira, Vice President of Systems Integration and Support at ASG.



**“That meant carefully tuning every component and working hand-in-hand with the architect, general contractor, and consultants. But those challenges are where ASG shines; we know how to solve problems and keep moving forward.”**

***Michele Ferreira, Vice President of Systems Integration and Support at ASG***

## ASG Customer Story: Meryl Streep Center for Performing Artists

### Technology Showcase for a Connected Workspace

The project was originally conceived before the COVID-19 pandemic, with early designs drafted by the consultant, Theater Project Group (TPG). Initially, ASG's Audio Team Director, Tom Menrath, was contacted to discuss and provide a quote for the Meyer Sound system for the screening room. But the conversation didn't stop there. What started as an audio conversation expanded into a comprehensive role as the Foundation's needs changed.



**“When I shared what our audio team could do, I also explained that ASG offers full systems integration, from design to installation to long-term support.”**

***Tom Menrath, Audio Team Director, ASG***

Every part of the Center is connected through a sophisticated yet easy-to-use AV infrastructure. The goal: make powerful technology feel invisible so that artists and educators can stay focused on their craft. The backbone includes Extron NAV for HDMI video distribution and SDI video routing, Dante / AES67 audio, and networking across the facility. A centralized control room ties everything together, with Crestron wireless interfaces enabling control from anywhere in the space.

Each room – classrooms, editing suites, voiceover booths, and performance areas – allows real-time routing between spaces. The pre-function area, which includes an outdoor balcony and expandable classroom, posed its own challenge: two JBL audio systems (indoor and outdoor) had to operate in sync. ASG designed a solution that merged them into a single, unified experience for events and social gatherings.

Throughout the facility, LG UHD displays create a consistent, professional look in every zone, from the lobby, classrooms, and screening room.

The center is also fully accessible, offering features like hearing impaired (HI) amplified audio, visually impaired narrative (VI-N), closed captions (CC), and versatile stage setups suitable for Q&A sessions, panel discussions, and small performances.

“Part of our success for this project was leveraging the strong partnerships we have with manufacturers,” adds Harrison Gardanier, Director of Systems Integrations Project Management at Advanced Systems Group.

## ASG Customer Story: Meryl Streep Center for Performing Artists



**“Our relationships add significant value, whether it’s collaborative problem-solving or specialized training and technical support. We have access to the latest technologies and the flexibility to adapt to changing project requirements, which ultimately helped us deliver a state-of-the-art facility to the SAG-AFTRA Foundation.”**

***Harrison Gardanier, Director of Systems Integrations  
Project Management at ASG***

## ASG Customer Story: Meryl Streep Center for Performing Artists

### A Rewarding Journey

This project wasn't just a technical challenge; it was a mission. ASG and the SAG-AFTRA Foundation navigated COVID, strikes, budget hurdles, and technical complexity to deliver something transformational. "Every day, when someone tells us they just got cast from our On-Camera Lab, or they're learning a new skill that could expand their career, it reminds us why we built this," continued Wilson. "We're proud to support performers – not just as artists, but as people trying to make a living in a vibrant and challenging industry."

And it's not just the performers who feel the difference. "The Meryl Streep Center for Performing Artists marks an exciting new chapter for our Foundation," added Wells. "ASG's expertise and dedication transformed and executed our ideas, creating a space that goes beyond what we imagined. The Tom Hanks and Rita Wilson Screening Room is now a top-tier venue for screenings, masterclasses, and educational programs, offering an incredible experience for our members and community. The way design, technology, and the overall integration come together here is truly special, and we couldn't be happier with the result."



*Tom Hanks and Rita Wilson Screening Room.*



## ASG Customer Story: Meryl Streep Center for Performing Artists

It wasn't always easy getting there. From overcoming construction challenges and tech requirements evolving along the way, ASG's integration brought this venue to life. Working through each challenge and making sure each detail – from the audio system to the displays – worked exactly the way it should. The result is a center that stands as a testament to meticulous engineering and strategic problem-solving. A space that truly works for the people who use it and one that's built to support the community for years to come.

### Supported for the Future

Delivering the Meryl Streep Center for Performing Artists was only the beginning of ASG's partnership with the SAG-AFTRA Foundation. Today, ASG continues to support the facility through its Managed Services, keeping systems reliable and easy to use. From routine maintenance to on-call technical support, ASG takes care of the day-to-day technology so the Foundation's staff and members can stay focused on what matters most – supporting performers and their craft.

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**If you're looking to utilize ASG's audio technical excellence, systems integration mastery, and managed services talent, get in touch today.**

**Ready to learn how ASG can help you with your facility?**

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