OBJECTIVES

- Open Historic Embassy Theater space again to the public.
- Respect the space:
  - retain, repair and restore original features such as doors, decorative walls, floors, ceilings, light fixtures.
- Celebrate Pelé and his role in world & U.S. Soccer.
PELÉ AND NEW YORK CITY

Pelé played for the New York Cosmos from 1975 to 1977 and was made the club's Honorary president in 2010.

“New York is a magical place, my second home, a city where dreams come true. The opportunity to open a business, at the crossroads of the world, Times Square, and share my love for The Beautiful Game in the greatest city in the world is something that excites and inspires me.”

-J Pelé 2018
- Clean & restore the north murals
- Clean and install freestanding historical sign in front of damaged murals
- Paint all murals frames gold
- Replace existing mural lighting with cove lights
- Re-lamp and clean historical exit signs where possible
- Paint all frames of murals metallic gold
- Repair and paint ceilings, re-lamp fixtures
- Repair and paint damaged decorative plaster and mold
- Remove additions such as utility closet above
- Repair damaged vents and chases
- Repair and paint damaged ceiling
- Re-lamp lighting fixtures
- Restore missing marble at radiators
- Re-install decorative vent covers
- Clean & restore stained wood paneling
- Restore black and white marble + tile floor