

PRESS RELEASE

The Studio Theatre

THE STUDIO THEATRE, THE STUDIO 2NDSTAGE, THE STUDIO THEATRE ACTING CONSERVATORY, 1501 FOURTEENTH STREET, NW, WASHINGTON, DC 20005. WASHINGTON DC

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THE STUDIO THEATRE NEARS COMPLETION OF ITS *UPGRADING CONNECTIONS* CAPITAL CAMPAIGN

Upgrading Connections, The Studio Theatre's infrastructure and technology capital campaign, is quickly advancing toward completion. In less than two years, The Studio Theatre has carried out almost all of the original goals of the campaign, bringing the Theatre up-to-date in both its structural features and technological capabilities.

Improvements to the physical structure of the Theatre have included the removal and replacement of the twenty-three-year-old risers in the Mead Theatre and a reconfiguration of the Metheny Theatre grid to vastly increase artistic possibilities. The inventory of risers used in Stage 4, The Studio Theatre's raw space, has been augmented and improved, giving the directors and designers greater variety in seating configurations. Throughout the four theatres, lighting and sound systems have been updated, streamlining electrical wiring and keeping the Theatre at industry standards. The Theatre has also improved ventilation in the scene shops, making The Studio Theatre a healthier place to work.

Launched in January 2010, The Studio Theatre's new website has improved ticket-buying features, adding easy-to-read calendars and seating charts. Expanded multi-media material—including artist biographies, relevant historical material and interviews with playwrights, actors and directors—has formed a rich contextual field intended to deepen the audience's experience. In addition to the new website, The Studio Theatre is now using Tessitura, a powerful new data management system designed by the Metropolitan Opera of New York that will greatly improve the Theatre's administrative capabilities and streamline operations.

All of these initiatives have been pursued concurrent with the goal of reducing the Theatre's impact on the earth. In addition to the structural renovations and enhanced technological capabilities, the Studio has invested in green initiatives, including an enhanced recycling program and the installation of energy-efficient building systems: timed thermostats, motion sensors for light switches and Energy Star washers and dryers.

In the next few months, The Studio Theatre will wrap up its final, critical efforts, including the integration of the new website with Tessitura and the installation of a new phone system.

The Theatre is grateful for the support of the following individuals, foundations and organizations that have supported *Upgrading Connections* with contributions of \$10,000 or more:

Abramson Family Foundation
Esthy and James Adler
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— MORE —

Christine and Gene Kilby
John and Patricia Koskinen
Jaylee M. Mead

Nancy and Herbert Milstein
Gerald and Laura Rosberg
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The Theatre greatly appreciates the support of the following individuals, foundations and organizations that have supported *Upgrading Connections* with contributions between \$1,000 and \$9,999:

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Steve and Linda Skalet
Patti and Jerry Sowalsky
Bobbi and Ralph Terkowitz
Statistics Collaborative

If you would like to learn more about *Upgrading Connections* or help The Studio Theatre complete these capstone projects, please contact Morey B. Epstein, Executive Director of Institutional Development at (202) 232-7267 or morey@studiotheatre.org.

THE STUDIO THEATRE INFORMATION:

“Most of the best plays I saw last season were either presented Off Broadway or by such regional companies as... Washington’s Studio Theatre. That’s the new reality of drama in America.”

— Terry Teachout, *Wall Street Journal*

The Studio Theatre is Washington’s premiere venue for contemporary theatre, and is **“where local audiences will find today’s edgiest playwrights...a place for innovation,”** according to *Variety*. The Studio Theatre’s mission is to produce the best in contemporary theatre. Its restless, innovative spirit makes it a leader both in Washington, DC, and in the nation.

Artist-founded and artist-driven, The Studio Theatre demands the highest quality production values, bringing audiences provocative writing along with unparalleled artistry in performance, directing and design. Founded in 1978, The Studio Theatre is led by the driving force of Joy Zinoman, Founding Artistic Director, whose recent work has been called **“riveting,” “beautifully orchestrated” and “inspired”** by *The Washington Post*; along with Keith Alan Baker, Managing Director/Artistic Director, 2ndStage; Serge Seiden, Associate Producing Artistic Director; and Morey B. Epstein, Executive Director of Institutional Development. In 2004, The Studio Theatre opened a new four-theatre complex, a major landmark that anchors the 14th Street Arts District. The complex was quickly hailed as **“a magnificent theatre space that promises more memorable evenings to come”** (*Washington City Paper*). The Studio 2ndStage creates edgy, explosive and electrifying productions that complement The Studio Theatre’s season. *The Washington Post* proclaimed that 2ndStage **“has long been a playground for... directors and actors (and, naturally, some of its riskier experiments)”** and that a **“convention-defying approach informs many 2ndStage offerings.”** The Studio Theatre provides opportunities for developing theatre artists as year-long apprentices. The Studio Theatre Acting Conservatory offers rigorous professional theatre training in close partnership with the working artists at The Studio Theatre. Now in its 33rd year, it has been called **“the area’s premiere professional training facility for actors and directors”** by *Variety*. The Conservatory has trained over 8,000 actors and directors, now performing on Broadway, Off Broadway and in theatre and film across the country. The theatre is deeply invested in the community and the eclectic vitality of its neighborhood.

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