MEDIA GUIDELINES

POWERHOUSE THEATER

POWERHOUSE SEASON DATES:
JUNE 21 – July 28, 2013

Subscription, Schedule, and Box Office Information
Subscriptions only may be purchased online through the Powerhouse box office at
http://powerhouse.vassar.edu starting May 15, 2013. Subscriptions and single tickets will be available online June 5 and at the Powerhouse box office on the Vassar campus starting June 12, 2013. The box office is reachable at (845) 437-5599.

Complimentary Tickets for Media Outlets
Media outlets can request two complimentary tickets for each of this season’s productions, subject to availability, for a particular performance. Reserve comps with Marcia Clark, press representative, marcia@shamelesspromotions.com, and they will be available for pickup prior to the show at the Powerhouse Theater box office. To ensure your attendance at a particular performance, we recommend reserving comps at least two days in advance, and we will make our best effort to accommodate requests on shorter notice. If you will be unable to use ANY requested complimentary tickets, please notify Marcia Clark at least eight hours in advance.

Reviews of Powerhouse Season Performances
Reviews may only be written about Mainstage plays held in the Powerhouse Theater. Also, only reviews for local (Mid-Hudson Valley) publication are permissible, rather than for regional or national distribution. Our Mainstage plays are the most fully developed productions of every Powerhouse season – as opposed to our “workshop” plays and musicals, and our readings. Limiting reviews to the Mainstage shows reflects the Powerhouse mission, and our agreement with artists, to provide a haven for testing out new theatrical works.

Interviews, Feature Coverage, Photography, and Bios
The Powerhouse Season abides by Equity rules, which require that adequate notice be provided an artist to schedule an interview. Typically, at least 24 hours notice is necessary.

We encourage “behind the scenes” coverage of the Powerhouse season, with the artists’ agreement. Brainstorm with us about story ideas and angles, and we will find the best possible ways to help you report your story.

As they are provided to us, we provide promotional photos and biographies for the artists participating in the Powerhouse season. For selected shows Powerhouse also commissions rehearsal photographs, which become available in the days before a show opens. Media outlets interested in assigning their own photography should inquire as far in advance as possible with Marcia Clark (845) 528-6647, marcia@shamelesspromotions.com. We distribute downloadable high-resolution digital photos (jpegs at 300 dpi) through the Powerhouse Theater Flickr site:
http://www.flickr.com/photos/powerhousetheater/.
The Powerhouse Theater, a unique collaboration between New York Stage and Film and Vassar College now entering its 29th season, is dedicated to both emerging and established artists in the development and production of new works for theater and film.

During an intense eight-week summer residency on the Vassar campus, up to 20 different projects are publicly presented, typically engaging more than 250 professional artists. Plays, musicals, and screenplays are presented in a variety of forms: readings, workshops, and fully staged productions. Additionally, 40-50 theater students from across the country participate each season and form the Apprentice Company. These young artists are exposed to a wide range of theatrical experiences and are provided with a distinctive opportunity to work on the development of theater productions headed for Broadway and top-ranked theaters nationwide.

Highlights
Over the past 28 seasons Powerhouse has reached more than 3,000 artists and over 200,000 audience members through its production of new plays, musicals and readings. Each summer, more than 8,000 Hudson Valley residents and visitors attend Powerhouse performances of plays and musicals in development. Ticket prices are affordable and many programs are offered free-of-charge to provide the greatest access to our programs. Powerhouse has been a home to many vibrant and talented artists including actors such as Chris Cooper, Dana Delany, Olympia Dukakis, Edie Falco, Peter Gallagher, Joel Grey, Ethan Hawke, Philip Seymour Hoffman, Timothy Hutton, Kristen Johnston, Lucy Liu, Julianna Margulies, Logan Marshall-Green, Rob Morrow, Frances McDormand, Bill, Pullman, Josh Radnor, Ruben Santiago-Hudson, Kyra Sedgwick, Fisher Stevens, David Strathairn, Meryl Streep, and Jennifer Westfeldt. Award-winning writers and composers such as John Patrick Shanley, Nathan Englander, Beth Henley, Henry Kreiger, Warren Leight, Christopher Durang, Stephen Karam, Richard Greenberg, Stephen Belber, Theresa Rebeck, Eric Bogosian, Regina Taylor, Dael Orlandersmith, Duncan Sheik, and Steven Sater, and many others received their start or honed their craft at the Powerhouse. Many of the plays and musicals presented by then unknown and emerging artists have gone on from Powerhouse to successful runs on Broadway and Off-Broadway, including the Tony Award winning Tru and Side Man, the Broadway hits A Steady Rain and American Idiot, Julia Jordan and Julianna Nash’s Murder Ballad (Manhattan Theater Club, Union Square Theater) and the Pulitzer and Tony winning Doubt. More than 40 student apprentices from across the country and around the world participate in each Powerhouse season. These recent graduates and future theater professionals are provided with a distinctive opportunity to work on the development of theatre and musical productions headed for Broadway and top-ranked theatres nation-wide. This educational experience is not replicated anywhere else in the country. Some of the program alumnae/i include Erin Buckley, Melissa Errico, Amy Fox, Catherine Kellner, Katherine Kovner, Kate MacCluggage, Max Posner, Josh Radnor, Jordan Roth, Leah Ryan, Jen Silverman, Lilli Stein, Jonathan Togo, and Alexandra Tolk.

Ed Cheatham
Producing Director
Powerhouse Theater, Vassar College

Johanna Pfaelzer
Artistic Director
New York Stage and Film

Thomas Pearson
Executive Director
New York Stage and Film

Mark Linn-Baker
Producing Director
New York Stage and Film

Max Mayer
Producing Director
New York Stage and Film

Leslie Urdang
Producing Director
New York Stage and Film
POWERHOUSE VENUES

Powerhouse Theater
Powerhouse Mainstage Productions and workshops are held in the 145-seat Powerhouse Theater. The black box theater takes its name from the building’s former life as the college’s actual powerhouse built in 1912 to accommodate Vassar’s changeover from gas to electric power. In 1973, the original structure was reinvented and renamed the Hallie Flanagan Davis Powerhouse Theater, in memory of the legendary dramatist who created the Experimental Theater at Vassar in the early 20th century. A little more than a decade later, in 1985, the theater housed the first Powerhouse Summer Theater Season.

Martel Theater in the Vogelstein Center for Drama and Film
Powerhouse musicals and concert readings are held in the 325-seat Martel Theater, in the Vogelstein Center for Drama and Film, opened in 2003. Designed by the renowned architectural firm of Cesar Pelli and Associates, the Broadway-standard Martel Theater features a traditional proscenium-style stage.

Susan Stein Shiva Theater
Powerhouse “Inside Look!” plays, workshops, and readings are held in the 125-seat Susan Stein Shiva Theater. The building was the college’s original coal bin and was converted to a black box theater in 1994.

Vassar Farm & Ecological Preserve
The Powerhouse Apprentice Company performs adaptations of classic plays at the Vassar Farm & Ecological Preserve located on the southern edge of Vassar College campus. Performances are free to the public. In the event of inclement weather, the productions are held in “Matthew’s Mug” in the College Center, Main Building.

Matthew’s Mug
Located underneath the “Retreat” in the College Center, Main Building. This venue is used for performances of various Powerhouse Apprentice Company projects throughout the summer and serves as the “rain space” for the Outdoor Theater.

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