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Building the Successful Theater Company

Lisa Mulcahy

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#1676398 in eBooks 2011-01-11 2011-01-11 File Name: B004FGMD10 | File size: 61.Mb

Lisa Mulcahy : Building the Successful Theater Company before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building the Successful Theater Company:

0 of 0 people found the following review helpful. FluffBy Darrell Thompson You'll gain more from a fluffer-nutter sandwich than this time waster. It is purely anecdotal with an emphasis on artistic failure rather than commercial success. But, the end game, as the author points out is to have fun. Right.5 of 5 people found the following review

helpful. Only OKBy Danielle MariAlthough, as the reviewer above points out, the book includes "from the trenches" advice, as opposed to condescending "how to" instructions, the content falls short for my taste. Additionally, the book seems to be written for a small, but established company, as opposed to a brand new company. This being said, I have two main problems:* The author pays too much attention to attaining a space (including information about insurance and lighting/sound instruments, etc.), but fails to discuss in any deep way how to develop a strong mission statement, to attract the first audience, how to pick material, how to attain rights... Most fledgling companies would do well to rent a performance space (which generally includes tech equipment and insurance). Most fledgling companies, too, completely miss the boat on selecting material, forging a working mission statement, attracting the audience, etc.* The inclusion of the Bailiwick completely baffles me. Yes, the company should be commended for taking chances on and discovering new talent. But lauded as a "successful" company? I think not. Bailiwick suffers from severe (and finally public) criticism amongst the Chicago theater scene, as evidenced in this fantastic article : [...]How can Mulcahy include a company that is in litigation for non-payment of a playwright and an artistic director who admits that "it wouldn't surprise me" if someone couldn't cash their check for \$100? While the company may be (likely is) making money- I don't think it counts as success if the money is owed to the artists who brought it in.Overlooking these two major flaws, the book does offer some good resources. The appendices, especially may be of use to new theater companies. Most of the book, though, really serves more useful to an established theater company looking to grow.30 of 30 people found the following review helpful. Find Your Way; We'll HelpBy Kevin L. NienstielPlease notice the absence of the words "How To" in the title of this book. This is a book of practical advice from the world of experience, not a book of instruction with facts and statistics. You will need to know and learn a great deal to figure out how to start and build a thriving theatre company, and this book will give you only the merest outline of what you need.That said, this book does glean the best advice from companies like Steppenwolf, Bailiwick, Mixed Blood, and the legendary Pasadena Playhouse, and presents all this advice in a clear, readable manner. Be explaining how these above-average, highly-respected theatre companies built themselves up--their mistakes as well as their successes--we get a glimpse into the world of high motivation, artistic dedication, and pure love that turns something as uncertain as a theatre company into a thriving success.You'll still have to do the hard work yourself, and you'll still make some nasty mistakes right off the bat. Indeed, this book encourages you to do so early and often, so you get it out of your system. But if you want to get some good pointers and avoid the really egregious errors, this is your book.

The second edition of *Building the Successful Theater Company* takes readers even deeper into the world of theatrical production, examining in great depth the financial realities of establishing--and maintaining--a successful organization. This indispensable reference is updated to include more theater company profiles with expert advice to better reveal the pitfalls, passions, and practicalities of the theater industry. The author's been-there-done-that personal experiences along with the wisdom of esteemed theater company heads will encourage readers to aim high and overcome challenges to accomplish all of their creative and financial objectives. Everything from finding a performance space, to creating a first season, to promoting a company and production, to designing a long-term plan is discussed in detail in this engaging guide--a sometimes irreverent, always relevant look behind the curtain of the modern stage troupe. Chapters include developing business and budget plans, rehearsing, attracting attention with publicity and word-of-mouth, adapting to growth, and more. No other book contains the unique insights and sound advice found in this indispensable reference.Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

A teeming font of information that abounds with rich tidbits and juicy anecdotes! -- Iris Dorbian, Editor, *Stage Directions* magazineWant to start a theatre company? Start here. -- James Palmarini, Editor, *Teaching Theatre* journalFrom the PublisherFor every success story like Steppenwolf or Jean Cocteau Repertory, there are countless theater companies that fail. Fledgling theater groups are often rich with talent, but many have been stymied by unforeseen complications on financial, management, and promotional matters. While successful theater companies inspire others, there has been no single resource explaining how they have overcome creative and business hurdles. The answers are now being revealed. Through the words of leaders of some of the most esteemed American theater companies, *Building the Successful Theater Company* by Lisa Mulcahy divulges the pitfalls, passions, and practicalities of launching and running a theater company.From the Author"You don't need to be independently wealthy with a huge staff to make your theater company work. You do need 'the big picture': a plan toward building longevity," the author observes. "You need information from those who have been there." *Building the Successful Theater Company* shares the "war stories" from leaders of fourteen of the country's most diverse and vital

theater companies including Steppenwolf Theater Company, La Jolla Playhouse, Berkeley Repertory Theatre, Mixed Blood Theatre Company, and ten others.