

HowlRound

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HowlRound, in Partnership with the Theatre Development Fund and Theatre Bay Area, Announces

TRIPLE PLAY PROJECT

A Convening of Theater Practitioners to Discuss The Relationship Between Playwrights, Theaters & Audiences

**January 16 & 17, 2015 at Emerson College in Boston
Selections to be Livestreamed on HowlRound TV**

[Email for high-resolution images and interviews.](#)

[BOSTON, MA – December 22, 2014] HowlRound: A Commons By and For People Who Make Performance in partnership with the Theatre Development Fund and Theatre Bay Area announce the culmination of the 18-month **Triple Play Project**, with a convening of theater practitioners from throughout the U.S. The gathering will be held January 16 and 17, at the Jackie Liebergott Black Box Theatre at the Emerson/Paramount Center at Emerson College in Boston, MA. HowlRound, who will document the convening, will livestream convening sessions on HowlRound TV at www.howlround.tv.



Latina/o Theatre Commons National Convening

The Triple Play project explores the relationship between playwrights and other generative artists, theaters, and audiences, and is built on the premise that playwrights, theater leaders, and audiences need to be in more direct conversation in order to build audiences and appetite for new plays. This project strives to understand the current conversations and identify what is being missed in discussions happening around the country, to model three-way conversations and to spotlight and share practices that enable audiences to feel more direct connection to new work, and that give playwrights insights into the audiences for whom they write.

Over an 18-month period, representatives from the organizations traveled to six key theatre centers around the country to moderate honest conversations among theatre institutions, generative artists and audiences, asking them: “What is the impact that the generative artist envisions their work having on the audience? Who does the playwright see as being their ‘target’ audience? Having seen the play, how did the audience actually respond?”

After this collaborative work, this group of over 75 theater practitioners will together discuss what has been learned from exploring the ways that playwrights, theaters, and audiences can come together to build and strengthen audiences to support new work.

"The importance of the conversation being generated by TDF and Theatre Bay Area can't be overstated," says Director of HowlRound, Polly Carl. "Understanding the role of artists in connecting institutions and their audiences in an active exchange about the work on stage is core to understanding how theater is an essential contributor to civic dialogue."

"I am delighted and honored," says Executive Director of TDF, Victoria Bailey, "that so many of our colleagues will be joining us at Arts Emerson to continue a conversation that my partners and I have been having around the intersection of audiences, generative audiences and theatres. We have been provoked, stimulated and heartened by what we have learned to date and I hope that the time in Boston will afford us a chance to recap, reflect, imagine and define next steps in strengthening and deepening these connections."

"I have been so heartened, excited, and challenged," says Executive Director of Theatre Bay Area , Brad Erickson, "as we have traveled across the country this past year, hearing the deep desire of artists, audiences, and theatre leaders to connect in new and authentic ways around new work. I'm excited to join with so many at ArtsEmerson to dive even deeper into this conversation, to learn from one another, and to chart future actions that can help spur a new love of theatre and new work in audiences around the nation."

A Sampling of Participants Include Practitioners from The Following:

Theatre Companies (alphabetical by name)

Alliance Theatre	GA	Horizon Theatre Company	GA
American Repertory Theatre	MA	The Huntington Theatre Company	MA
The Amoralists	NY	Lark Play Development Center	NY
Arena Stage	DC	Looking Glass Theatre	IL
ArtsEmerson: The World on Stage	MA	New Jersey Repertory Company	NJ
Boston Court Performing Arts Center	CA	Oregon Shakespeare Festival	OR
The Brick Theatre	NY	Pilsbury House Theatre	MN
California Shakespeare Theater	CA	Playwrights Horizons	NY
Center Theatre Group	LA	The Public Theater	NY
City Lights Theater Company	CA	Riverrun Theatre Co.	IN
Clubbed Thumb	NY	Sleeping Weazel	MA
The Cutting Ball Theatre	CA	Sojourn Theatre	WA
Dog & Pony DC	DC	Victory Gardens Theater	IL
El Teatro Campesino	CA	The Wild Project	NY
Eugene O'Neill Theater Center	CT	The Wilma Theater	PA
Flux Theatre Ensemble	NY	Woolly Mammoth Theatre Company	DC
Goodman Theatre	IL	Young Playwrights' Theatre	DC

Organizations

The Andrew W. Mellon Foundation	NY
ArtsBoston	MA
Columbia University (formerly Atlantic, MTC)	NY
Emerson College	MA
League of Chicago Theatres	IL
National New Play Network (NNPN)	DC
New Dramatists	NY
Playwrights' Commons	MA
Playwrights Foundation	CA
Shubert Foundation	NY
StageSource	MA
Theatre Bay Area	CA
Theatre Communications Group	NY

The Triple Play Project is supported, in part, through the Doris Duke Charitable Foundation's Fund for National Projects, whose mission is to improve the quality of people's lives through grants supporting the performing arts, environmental conservation, medical research and the prevention of child abuse, and through preservation of the cultural and environmental legacy of Doris Duke's properties.

About The Theater Development Fund

The Theater Development Fund is a not-for-profit service organization for the performing arts, was created in the conviction that the live theatrical arts afford a unique expression of the human condition that must be sustained and nurtured. It is dedicated to developing diverse audiences for live theatre and dance, and strengthening the performing arts community in New York City. Since 1968, TDF's programs have provided over 85 million people with access to performances at affordable prices and have returned over \$2.2 billion to thousands of productions. Best known for its TKTS Discount Booths, TDF's membership, outreach, access (including its newly formed Autism Theatre Initiative) and education programs — as well as its Costume Collection — have introduced thousands of people to the theatre and helped make the unique experience of theatre available to everyone, including students and people with disabilities. Recent TDF honors include a 2011 Mayor's Award for Arts and Culture, a 2012 Tony Honor for Excellence for its Open Doors Arts Education Program, a 2012 New York Innovative Theatre Award for its support of the off-Off Broadway community and a 2013 Lucille Lortel honor for "Outstanding Body of Work" in support of the Off-Broadway community. For more information, visit www.tdf.org.

About Theatre Bay Area

Founded in 1976, Theatre Bay Area is the one of the largest regional performing arts service organizations in North America, serving the greater San Francisco Bay region. Theatre Bay Area is recognized for its innovative programs that often act as models for the field, conducts research, helps shape public policy and builds consensus around the idea that theatre and all the arts are critical to a truly prosperous and democratic society and an invaluable source of personal enrichment. Theatre Bay Area directly serves the thousands of theatre artists (2500 hundred individual artist members) and some 350 theatre and dance company members whose work helps make the Bay Area one of the exciting cultural centers in the nation. TBA also serves tens of thousands of patrons who access affordable tickets to performing arts events through TIX, our discount ticketing service, and thousands more who learn about the Bay Area's theatre offerings through our magazine, website, and broad promotional activities.

About HowlRound: A Commons By and For People Making Performance

HowlRound is a commons by and for people who make performance, based in Emerson College's Office of the Arts. HowlRound was born four years ago—as a place for artists to provide feedback, learning, expertise, frustration, and vision—in an effort to enliven the fields of theater and performance to the aspiring and established artist alike. For more information, go to www.howlround.com

About Emerson College

Located in Boston, Massachusetts, opposite the historic Boston Common and in the heart of the city's Theatre District, Emerson College educates individuals who will solve problems and change the world through engaged leadership in communication and the arts, a mission informed by liberal learning. The College has 3,660 undergraduates and 829 graduate students from across the United States and 50 countries. Supported by state-of-the-art facilities and a renowned faculty, students participate in more than 80 student organizations and performance groups. Emerson is known for its study and internship programs in Los Angeles, Washington, D.C., the Netherlands, London, China, and the Czech Republic. A new, permanent facility on Sunset Boulevard for its L.A.-based program opened in February, 2014. For more information, visit www.emerson.edu.

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