ROUNDTABLE: ALL THE WORLD’S A STAGE
2:00 p.m. – 3:15 p.m.
Alexa Antopol
Fisher Dachs Associates

Todd Hensley
Schuler Shook

Robin Glosemeyer Petrone
Threshold Acoustics

Matt Brogan
Fisher Dachs Associates
Why did you choose an alternate venue or non-traditional space?

New Programing Initiative (6)

Reach New Audience (11)

Budget (2)
What have been difficulties in transforming spaces?

Accessibility (16)

Capacity / Seat Count (11)

Acoustics (10)

Parking (1)
What types of results have you experienced?

“Newspaper more interested in these than our normal shows”

“Immersive events have garnered more media attention.”

“There is a certain amount of pride when we perform in a person's neighborhood.”
What types of results have you experienced?

“7,500 people of all ages and backgrounds [compared] to the roughly 2,000 – 3,000 people on average spring opera production.”

“Two-thirds of our normal theater-based audience has no interest in this and ignores site-specific work.”

“A major benefit of presenting operas in alternative venues is the cross-promotion with that venue's audience.”
What types of results have you experienced?

“Very popular productions for us. Consistently sell-out and get a lot of attention from the general public. Bringing in new faces for our shows with these non-traditional venues especially when at local bars or restaurants.”

“Little increase to main stage sales.”

“Our first experiment exceeded goal; the follow-up did not.”
ON SITE OPERA
Eric Einhorn
General & Artistic Director
The Secret Gardener
Marriage of Figaro
2013 CLEMENCY
Artists For Humanity Epicenter
2014 LOVE POTION
Temple Ohabei Shalom, Brookline
2015 IN THE PENAL COLONY
Cyclorama, Boston Center For The Arts
2017 THE NEFARIOUS, IMMORAL BUT HIGHLY PROFITABLE ENTERPRISE OF MR BURKE & MR HARE
Cyclorama, Boston Center For The Arts
2018 TROUBLE IN TAHI
Steriti Ice Rink
2018 TROUBLE IN TAHITI
Steriti Ice Rink
2018 TROUBLE IN TAHITI
Steriti Ice Rink
2019 THE HANDMAID’S TALE
Lavietes Pavilion, Harvard Athletic Complex
Chicago Fringe Opera
George Cederquist and Patrick Rizzotti
Artistic Director and Designer
IN THE PENAL COLONY
THE GREAT GOD PAN
ALL THE WORLD’S A STAGE

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