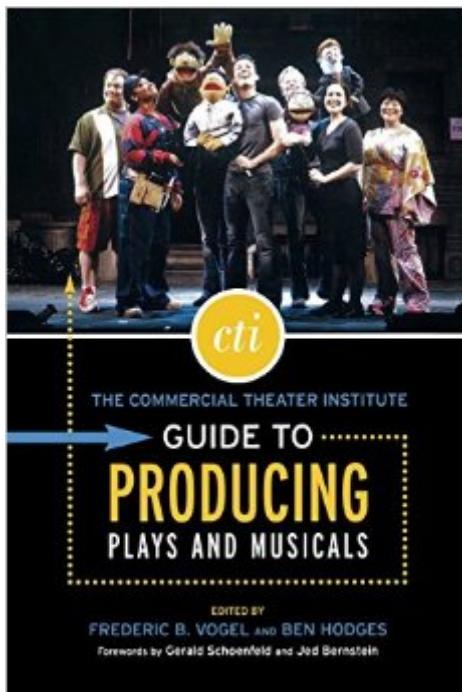


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# The Commercial Theater Institute Guide To Producing Plays And Musicals



## **Synopsis**

(Applause Books). Now in its 25th year, the Commercial Theater Institute sponsors an annual intensive program in New York for individuals interested in producing or investing in the theatre that attracts people from all over the world. The top working theatre professionals offer hard, factual information to those interested in producing for Broadway, Off-Broadway, Off-Off-Broadway, anywhere in North America, as well as in the United Kingdom. The Commercial Theater Institute Guide to Producing Plays and Musicals now collects for the first time the cream of the crop of that advice, from the noted theatre professionals who participate in the program, in their own words. Interviews, contributions, and a resource directory are included from 30 theatre professionals who have won a total of 45 Tony Awards. Agents, directors, production designers, general managers, fundraisers, marketing directors, producers, and theatrical attorneys all offer invaluable advice in a book that will be the definitive resource in its field.

## **Book Information**

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## **Customer Reviews**

This book isn't for everyone. However, if you're seriously interested in producing for COMMERCIAL theater, this is THE book. It's full of useful, pertinent info, and is a guide to and insight into some of the top players in the exhilarating world of commercial theater. As a playwright, I learned a lot -- including a definite sense that I am NOT the one to produce my own musical.

This book is an exciting read for anyone who has ideas for plays and musicals, but is unsure how to

get them produced. It gives practical informations in a way that makes it "user friendly". I highly recommend this book for anyone with unheard ideas for the stage!!!

Any who want to put on a play will find the decades of experience of the Commercial Theatre Institute lends to working knowledge and real-world applications, collecting for the first time the cream of the crop of advice from the professionals who participate in an annual intensive program in New York. Chapters include interviews and contributions from over thirty such professionals as they explore everything from fundraising and Broadway and off-Broadway productions to community theatre and sponsorship and co-production opportunities. This excellent survey will appeal to any interested in commercial play production's nuts and bolts as well as to those libraries specializing in community drama and theatre efforts.

This is the best insider book on commercial theater on the market. It is an absolute must for anyone considering getting involved in the investing/producing side of the business. The contributors are the best in their field and their advice (and war stories) are priceless.

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