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Dallas Theater Center Announces Collaboration with Dallas Museum of Art In Conjunction with *Red*

DALLAS (November 19, 2012) – Dallas Theater Center announced today its first production-specific collaboration with the Dallas Museum of Art in conjunction with the Tony Award®-winning play *Red*, which runs February 7-March 24 at the Dee and Charles Wyly Theater, 9th Floor. This unique effort will invite patrons and visitors of both organizations to learn about the world of artist Mark Rothko by seeing the play at DTC, viewing original works of art by Rothko and his contemporaries at the DMA and engaging in a special events about the work at both DTC and at the DMA.

“Dallas Theater Center is committed to creating meaningful collaborations with our peer organizations in the Arts District,” says DTC artistic director Kevin Moriarty. “This collaboration with the Dallas Museum of Art will invite our audience to engage in a dialogue that will extend beyond the play itself. We hope that throughout the run of *Red* audiences are inspired to visit the DMA and expand their understanding of art.”

The collaboration includes public events and pre and post show learning opportunities beginning with an Arts & Letters Live program on January 17. The DMA will host Rothko specialist Carol Mancusi-Ungaro and a panel of experts moderated by Maxwell L. Anderson, the Eugene McDermott Director of the Dallas Museum of Art. This conversation will focus on the life and work of abstract expressionist Rothko and provide audience members with an in-depth look at the man at the center of *Red*. It will also include a brief sneak-peek performance excerpt.

“We’re so pleased to work with DTC to give context to Mark Rothko’s achievements, through his paintings in the DMA’s collection and through the acute observations of talented experts, including Carol Mancusi-Ungaro, who knows his work as well as anyone,” said Anderson.

A highlight of the collaboration will be *Red In-Depth*, a four-hour afternoon seminar on Saturday, February 23, which will take place at both the Wyly Theatre and the DMA. Seminar participants will start the afternoon at the Wyly, where they will engage in a pre-show lecture and a performance of *Red*. After seeing the play, the audience will join the cast in walking to the DMA for a personalized tour of paintings that reflect on the ideas in the play, as well as participating in opportunities for hands-on art experiences and a discussion with the actors and DMA staff members.

Other public engagement opportunities include Come Early, DTC’s free, 30-minute pre-show lecture that will be offered one hour before every performance of the play at the Wyly, and Stay Late, a free, post-show conversation with cast members after each performance. The DMA will provide content to be shared in these settings, as well as collaborating to create Study Guides for teachers and students, on-line content available to anyone, and information published in the play’s program.

In addition to public offerings, the DMA is providing director Joel Ferrell, set designer Bob Lavallee, and the cast of *Red* access to artistic and historical resources to support their creative work on the production. The institutions are also working together to develop a creativity workshop for DTC and DMA employees to learn more about Rothko and the production in cross-institutional settings, including opportunities for the entire DTC staff to visit the DMA and for the DMA staff to attend a free, private performance of *Red*.

A schedule of programming and events follows. For complete details about currently scheduled items and those in the development process, how to participate and how to purchase tickets, please visit www.DallasTheaterCenter.org.

At a Glance:
DTC and DMA's *Red*
Collaborative Programming and Production Information

Dallas Theater Center's *Red* – Thursday, February 7-Sunday, March 24, 2013

How Would You Handle a Brush With Genius?

New York. 1958. Mark Rothko – uncompromising, volatile, brilliant – undertakes a new commission. His newly hired assistant challenges the master's theories. This production turns the 9th floor of the Wyly Theatre into Rothko's studio for a thrilling bio-drama as vivid as any primary color. *Contains adult language.*

- **Thursday, January 17: ARTS & LETTERS LIVE event, *Red: An Inside Look at the Art and Life of Mark Rothko***
The DMA's literary and performing arts series will host an evening with conservator and specialist Carol Mancusi-Ungaro and others, moderated by Maxwell L. Anderson, to discuss the life and work of Mark Rothko. Director Joel Ferrell will share insights about the play *Red*, and actors Kieran Connolly (Rothko) and Jordan Brodess (Ken) will perform a brief excerpt.
- **Thursday, February 7: Pay-What-You-Can performance of *Red***
This program allows patrons to purchase any seat in the house for any amount they choose. Tickets to this performance will be on sale online beginning Friday, February 1. Any unsold tickets will be available for purchase at the Wyly Theatre Box Office the night of the performance.
- **Friday, February 8-Thursday, February 14: *Red* preview performances**
- **Friday, February 15: *Red* Opening Night** (sold out)
- **Tuesday, February 19 and Wednesday, February 27: *Red* Student Matinee Immersion**
This student-only, school-day program pairs the experience of watching DTC's production of *Red* with a tour of art by Mark Rothko and other Abstract Expressionist artists at the DMA.
- **Saturday, February 23 (1:00p): *Red In-Depth***
This four-hour experience will include a ticket to attend a performance of *Red*, a guided tour of the DMA, a hands-on creativity experience, and a conversation with members of the cast and DMA experts. Registration for *Red In-Depth* will begin on December 18. Spaces are extremely limited and expected to sell-out.
- **Ongoing: Community Engagement**
DTC will invite patrons to Come Early to learn about the play one hour before it starts and to Stay Late to talk with members of the cast for about 20 minutes after the show. There will also be several cross-audience prompts between the two organizations to encourage conversation about Mark Rothko and *Red*.
- **Sunday, March 24: *Red* closes**

For complete details about currently scheduled events, developing events, how to participate or how to purchase tickets *Red*, please visit www.DallasTheaterCenter.org or www.DallasMuseumofArt.org.

ABOUT DALLAS MUSEUM OF ART:

Established in 1903, the Dallas Museum of Art (DMA) ranks among the leading art institutions in the country and is distinguished by its innovative exhibitions and groundbreaking educational programs. At the heart of the Museum and its programs is its global collection, which encompasses more than 24,000 works and spans 5,000 years of history, representing a full range of world cultures. Located in the vibrant Arts District of downtown Dallas, the Museum welcomes more than half a million visitors annually and acts as a catalyst for community creativity, engaging people of all ages and backgrounds with a diverse spectrum of programming, from exhibitions and lectures to concerts, literary events, and dramatic and dance presentations.

The Dallas Museum of Art is supported in part by the generosity of Museum members and donors, the citizens of Dallas through the City of Dallas Office of Cultural Affairs, and the Texas Commission on the Arts.

ABOUT DALLAS THEATER CENTER:

One of the leading regional theaters in the country, Dallas Theater Center (DTC) performs to an audience of more than 115,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its Mainstage season at the Dee and Charles Wyly Theatre, designed by REX/OMA, Joshua Prince-Ramus and Rem Koolhaas and at its original home, the Kalita Humphreys Theater, the only freestanding theater designed and built by Frank Lloyd Wright. Under the leadership of Artistic Director Kevin Moriarty and Managing Director Heather M. Kitchen, DTC produces a seven-play subscription series of classics, musicals and new plays and an annual production of *A Christmas Carol*; extensive education programs, including Project Discovery, SummerStage and partnerships with Southern Methodist University's Meadows School of the Arts and Booker T. Washington High School for the Performing and Visual Arts; and community outreach efforts including leading the DFW Foote Festival and recent collaborations with the Dallas Public Library, Dallas Holocaust Museum, North Texas Food Bank, Dallas Opera, and Dallas Black Dance Theater. Throughout its history, DTC has produced many new works, including *The Texas Trilogy* by Preston Jones in 1978, Robert Penn Warren's *All the King's Men* (directed by Adrian Hall) in 1986, and recent premieres of *Giant* by Michael John LaChiusa and Sybille Pearson, *The Trinity River Plays* by Regina Taylor, the revised *It's a Bird... It's a Plane... It's Superman* by Roberto Aguirre-Sacasa, Charles Strouse and Lee Adams, *Give It Up!* (now titled *Lysistrata Jones* and recently on Broadway) by Douglas Carter Beane and Lewis Flinn, *Sarah, Plain and Tall* by Julia Jordan, Laurence O'Keefe and Nell Benjamin and *The Good Negro* by Tracey Scott Wilson.

Dallas Theater Center gratefully acknowledges the support of our season sponsors: American Airlines; the City of Dallas Office of Cultural Affairs; *The Dallas Morning News*; Haynes and Boone, LLP; Lexus; Texas Instruments and WFAA.

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