

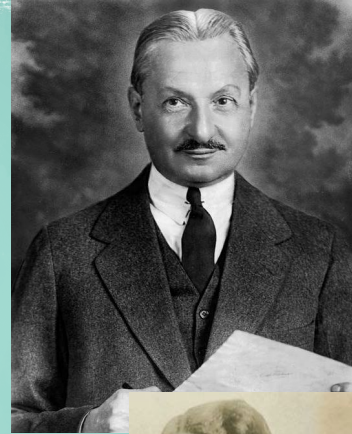
Why do we need to know the history of theatre management? How does it help us?

The History of Theatre Management

American Theatre Management from
1900-Today

The 1900s

- ◇ Florenz Ziegfeld - one of the most influential producers in Broadway history.
- ◇ He brought producing to Broadway
- ◇ The Shubert Brothers open the Winter Garden Theatre
- ◇ Martin Beck builds the Palace Theatre
- ◇ Actors' Equity is formed after a month-long strike



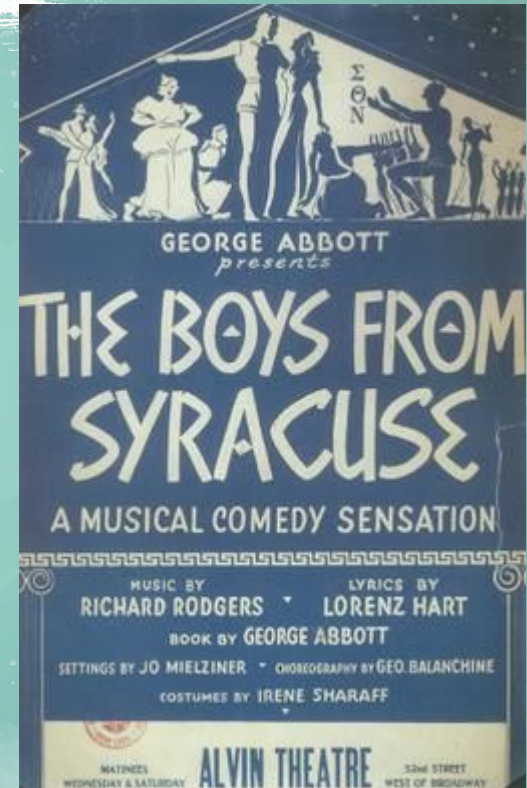
1920s

- ◇ *Shuffle Along*, an all-black show written by African-American writers Sissle & Blake becomes a hit (1921)
- ◇ *The Jazz Singer* film opens and is the 1st to feature singing and dialogue
- ◇ The first full musical comedy *Lady Be Good* is produced by the Gershwins



1930s

- ◇ Many Broadway producers & writers make their way to Hollywood
- ◇ The Great Depression hits Broadway hard
- ◇ The 1st Broadway musical to adapt Shakespeare opens: *The Boys from Syracuse*



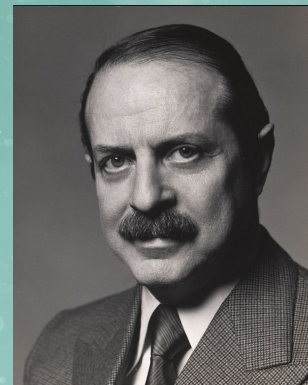
1940s

- ◇ The U.S. enters World War II in 1941, and many Broadway shows must close
- ◇ Stage Door Canteens open up in 3 different countries for military personnel
- ◇ The very first Tony Awards are presented in 1948



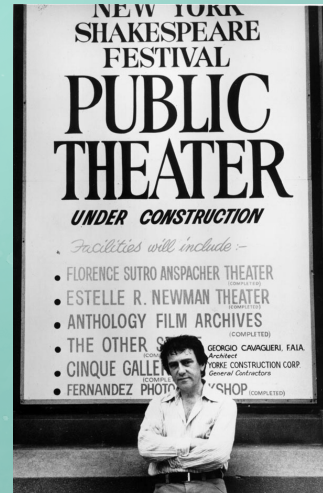
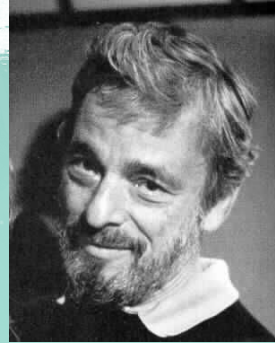
1950s

- ◇ The height of the Golden Age of Broadway
- ◇ Multiple new shows open each year, and new stars are created
- ◇ David Merrick produces his first musical
- ◇ Julie Andrews' career takes off thanks to *My Fair Lady*



1960s

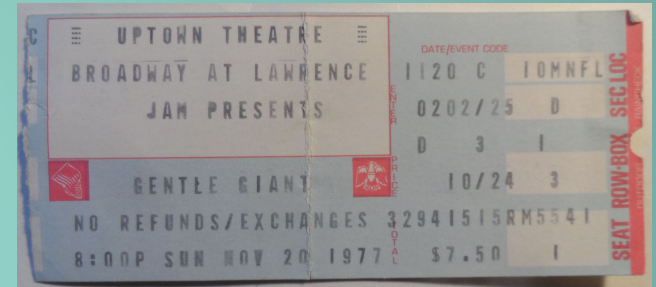
- ◇ Rock n' Roll appears in a musical for the first time with *Bye Bye Birdie*
- ◇ Tony Awards are broadcast on television for the first time
- ◇ Stephen Sondheim and Harold Prince both have their first Broadway shows open
- ◇ Joseph Papp founds the Public Theatre as a haven for new shows to develop. The theatre opens with *Hair* in 1967.



1970s

- ◇ *Fiddler on the Roof* becomes the longest run musical ever (3,342 performances)
Grease will overtake it by the end of the decade
- ◇ The TKTS Booth opens in 1973
- ◇ I LOVE NY - a professional ad campaign for Broadway - proves successful
- ◇ Top tier ticket prices hit \$17.50

I ♥ NY



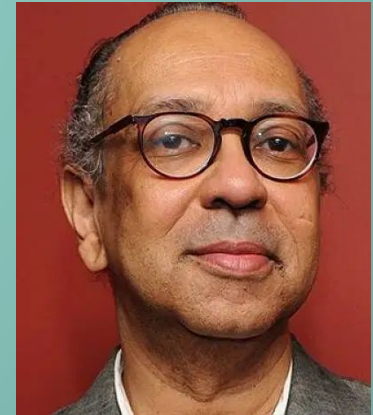
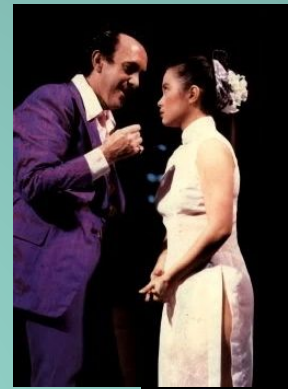
1980s

- ◇ Cameron Mackintosh brings his producing prowess to Broadway and opens *Cats*, *Les Miserables*, and *Phantom of the Opera*
- ◇ The average cost of a new musical reaches \$3 million
- ◇ Ticket prices reach \$33



1990s

- ◇ Cameron Mackintosh tries to bring *Miss Saigon* to NYC with actor Jonathan Pryce - Actors' Equity initially refuses because Pryce is not Asian
- ◇ The Walt Disney Company makes its first move to Broadway with *Beauty & the Beast*
- ◇ George C. Wolfe takes over the Public Theatre
- ◇ Revivals make a big splash on Broadway



2000s

- ◇ 9/11 closes theatres for 2 days. A TKTS booth was in the 2nd tower, but all staff made it out.
- ◇ Diane Paulus becomes Artistic Director of A.R.T. in Boston, introducing boundary - busting new theatre creation outside of NYC
- ◇ David Stone's \$14 million epic Wicked opens at the Gershwin, creating a masterclass in audience engagement



2010s

- ◇ The *Hamilton* effect: 4th highest grossing Broadway show of the decade; most streamed album of the decade
- ◇ Deaf West's *Spring Awakening* raises \$20,000 to be able to perform on the Tony Awards after their show closes
- ◇ 2019: What a year...

