

AZ Insider: Phoenix Theatre is Changing its Name

Written by Kathy Shayna Shocket reports on the people who make a difference.
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Lights. Camera. Action! Phoenix Theatre is changing its name. Yes, the almost 100 year old professional live stage company will become The Phoenix Theatre Company. The name on the building, etc. will soon reflect the excitement of the non-profit located in the heart of the Central Arts District in downtown Phoenix.

As the first arts organization in Arizona and a founding member of the Central Arts District, The Phoenix Theatre Company will continue its commitment to advancing performing arts in the Valley. Theatre-goers can count on nearly 500 performances each year on multiple stages including both well-known and original pieces of work.

"As a producing company, we create everything you see on stage right here on our campus — the set, props, lighting, costumes, and sound, as well as the casting, choreography, live music, and directing," said **Michael Barnard**, producing artistic director. "Including the word 'company' in the theatre's name exemplifies the proud reflection the organization has of the people who make the establishment great."

"Changing our name to The Phoenix Theatre Company is the first celebratory act we are taking in preparing to kick off our 100th season, which we are excited to announce in late February," said **Vincent VanVleet**, managing director.



The Phoenix Theatre Company's mission is to create exceptional experiences by using the arts to articulate messages that inspire hope and understanding.

Its lineup for this season includes the Festival of New American Theatre, the current production from The Second City - It's Not You, It's Me (an improvised adventure into the modern dating scene and the age-old phenomenon that is falling in love.) and the popular Jersey Boys - which tells the unforgettable story of Frankie Valli and The Four Seasons. The season will culminate with Million Dollar Quartet, showcasing the 1956 impromptu jam session of Elvis Presley, Johnny Cash, Carl Perkins and Jerry Lee Lewis.

Lots more to come. Stay tuned.



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