North America’s First Entertainment Innovation Conference in Winston-Salem Announces 3-Session and 5-Session Community Passes

Winston-Salem, NC, August 8, 2012 – Ever wonder how they manage the costumes for Cirque du Soleil MICHAEL JACKSON IMMORTAL WORLD TOUR? Want to know how to fly across a theatre like Peter Pan? Are you curious about turning a man into a creature with makeup? Ever thought of being a Broadway show producer? Here’s your chance to learn from the best.

From September 6 through 8, 2012, the University of North Carolina School of the Arts (UNCSA) will host North America’s first Entertainment Innovation Conference in Winston-Salem, NC. As a community service, 3-Session ($35) and 5-Session ($50) Community Passes are now available to the general public to be able to get a sneak peek behind-the-scenes of the world’s most extravagant entertainment experiences.

The conference is sponsored by the United States Institute for Theatre Technology (USITT) and features workshops with Cirque du Soleil®, their technical partners and some of the most respected professionals in the entertainment industry.

“Other conferences merely ‘show’ what can be accomplished with technology,” said Joe Tilford, dean of the UNCSA School of Design & Production and one of the founders of the Conference. “At this conference, participants literally get to experiment with the latest techniques and equipment and discover how to merge their artistic visions with innovations that can create mesmerizing experiences.”

More than 30 workshops, presentations and interactive sessions will be taught by the most respected professionals using the latest innovations and technologies in production, lighting, sound, automation, projections, wig and makeup, costuming, puppetry, and more, including:

- **Cirque du Soleil** staff and technical partners. This company is recognized for high-quality, artistic entertainment and the most challenging, technical productions
- Members of **Tectonic Theatre Project**, the award-winning theater company (The Laramie Project; I Am My Own Wife) that develops innovative theatrical events in creative collaboration with writers, designers, and actors to create work that focus on all theatrical elements
• **Meyer Sound**, the world’s leading manufacturer of products and systems for high-fidelity sound reinforcement, and **Tony Meola**, award-winning Broadway sound designer (*Wicked, The Lion King*)

• **Michael J. Kelley**, Emmy Award-winning designer and senior producer in themed entertainment; expert in set design, properties development, art direction for television and large-scale production management, including Disney California Adventure, Marvel Theme Park, HBO Television, Children’s Television Workshop, Universal Studios

• **PRG**, the world's leading supplier of entertainment and event technology

• **ZFX Flying Effects**, the top performer flying effects company in the world

• **Stage Technologies**, world leaders in entertainment automation

• **Vari*Lite**, the leading worldwide designer and manufacturer of automated lighting products

• **M.A.C Cosmetics**, the Official Global Makeup Supplier to *Cirque du Soleil*, Touring Shows

Special events during the conference include:

• **September 6 at 9:30 a.m.: If Content is King, What’s Up with Arts Marketing.** This presentation by Author, **Trevor O’Donnell**, offers a fun, irreverent look at the loopy language of arts marketing, and provides useful advice on developing fresh, effective promotional content for tomorrow’s audiences to better market the arts. O’Donnell wrote the book, *Marketing the Arts to Death: How Lazy Language is Killing Culture*. The presentation is at the Southeastern Center for Contemporary Art (SECCA). Breakfast reception at 8:30 AM. Tickets are $25. Tickets are $25 (3-Session and 5-Session Community Passes may not be used on this event).

• **September 8 at 9 a.m.: Famed Broadway producer, Ken Davenport of Davenport Theatrical Enterprises, New York, will share insights on innovations in producing for the theatre.** Davenport’s credits include credits include *Godspell, Chinglish, Oleanna* starring Bill Pullman and Julia Stiles, *Speed-the-Plow, Will Ferrell's You're Welcome America, Blithe Spirit* starring Angela Lansbury, and 13, as well as *Altar Boyz, My First Time, The Awesome 80s Prom*, and *Miss Abigail's Guide to Dating, Mating, & Marriage* Off-Broadway. His company is the general manager for the smash hit, *Avenue Q* and *COCK*. Projects under development include bringing the first-ever revival of *A Few Good Men* to Broadway; creating a new show called *Garage Band*; and adapting the novel and film, *Somewhere in Time*, into a Broadway musical. Combined, Davenport’s productions have grossed more than $100 million worldwide and are produced internationally in more than 25 countries including Germany, Mexico, France and Korea. Tickets are $25 (3-Session and 5-Session Community Passes may not be used on this event).

USITT members receive at 10 percent discount on Full Conference registration fees.

Visit [2012InnovationConference.com](http://2012InnovationConference.com) for registration and information.
About the Entertainment Innovation Conference

About the UNCSA:
As America’s first state-supported arts school, the University of North Carolina School of the Arts is a unique stand-alone public university of arts conservatories. With a high school component, UNCSA is a degree-granting institution that trains young people of talent in music, dance, drama, filmmaking, and design and production. Established by the N.C. General Assembly in 1963, the School of the Arts opened in Winston-Salem (“The City of Arts and Innovation”) in 1965 and became part of the University of North Carolina system in 1972. World-renowned conductor and educator John Mauceri became Chancellor of UNCSA in 2006. For more information, visit www.uncsa.edu.

About USITT:
The United States Institute for Theatre Technology, Inc. (USITT) connects performing arts design and technology communities to ensure a vibrant dialog among practitioners, educators, and students. Serving professionals and pre-professionals in design, production, and technology for the performing arts since 1960, the United States Institute for Theatre Technology (USITT) is a place to network, exchange ideas, and grow. For more information, visit www.usitt.org.

About Cirque du Soleil:
Since 1984, the company has brought wonder and delight to more than 100 million spectators in over 40 countries in more than 300 cities on six continents. Cirque du Soleil has 5,000 employees, including more than 1,300 performing artists from close to 50 different countries. For more information, visit the Cirque du Soleil website at www.cirquedusoleil.com.

About SECCA:
The Southeastern Center for Contemporary Art (SECCA) in Winston-Salem is an affiliate of the North Carolina Museum of Art, a division of the N.C. Department of Cultural Resources. The N.C. Department of Cultural Resources annually serves more than 19 million people through its 27 historic sites, seven history museums, two art museums, the nation’s first state supported symphony orchestra, the State Library, the N.C. Arts Council and the State Archives. The N.C. Department of Cultural Resources serves as a champion for North Carolina’s creative industry, which employs nearly 300,000 North Carolinians and contributes more than $41 billion to the state’s economy. To learn more visit www.ncculture.com. SECCA is also a funded partner of The Arts Council of Winston-Salem and Forsyth County. Additional funding is provided by the James G. Hanes Memorial Fund.

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