



Sightlines

The monthly newsletter for USITT members

August 2013

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FORT WORTH MARCH 26-29



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Bernhard Works saw the need for an additional Award for Young Designers & Technicians, so he created one. It will be given for the first time in 2014... [more »](#)



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The National Office gained another experienced "numbers" person when Lori Furcinito joined the staff... [more »](#)



Students Working on PQ 2015

Four students, working with two faculty mentors, will help create the Student Exhibit for the 2015 edition of the Prague Quadrennial of Performance Design & Space... [more »](#)



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Traveling the road to more member services and greater recognition of USITT and its mission is more about the journey... [more »](#)



2013 Costuming Sessions

A look back at the great sessions offered in Milwaukee by the Costume Design & Technology Commission... [more »](#)



Signs of the Times – old and new

A professional development workshop on sign painting, led by Rachel Keebler, provided tips and techniques, and good humor... [more »](#)



Costume Communities Stay in Touch – Virtually

The Costume Design & Technology Online Communities continue to support members, and two of the most popular offerings are the Costume Info and Costume Locator e-mail lists... [more »](#)



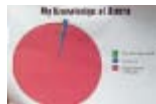
Fort Worth Museums

Everyone seems to associate Fort Worth with cowboys, and for good reason, but museums have a very prominent place in the cultural life of USITT's 2014 host city... [more »](#)



Sponsorship Opportunities

There are amazing opportunities for companies to be front and center when USITT goes to Fort Worth next March, with the variety design to fit any corporate need... [more »](#)



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New YD&T Craftsmanship Award for 2014

Janet Gramza *Communications Associate*



Bernhard Works, right, presents the 2013 Fred Buerki Golden Hammer Award in honor of his mentor to Dan Perez.

Photo/Daryl Pauley

USITT Fellow Bernhard (known to all as Bernie) Works has sponsored the Frederick A. Buerki "Golden Hammer" Scenic Technology Award for young artists for 15 years, and in 2011 committed to fund it permanently.

To some benefactors, that would be enough. But a couple years ago, while waiting to present the Golden Hammer at [USITT's Young Designers & Technicians Awards](#) ceremony, Bernie watched the honorees going onstage and realized he – and USITT -- could do more.

"It occurred to me that the awards were mostly for student *achievements* as they were entering the job market," he said. "In fact, most had already accepted a place with a production company or scenic company. Almost all my Golden Hammer awards were for those finishing up an MFA. That set me to thinking

about all the young undergraduates who serve in the trenches under Technical Directors, and who also run the performances."

Until now, only a few YD&T Awards were specifically for undergrads. The others – in areas including sound, costume, scene, makeup, and lighting design; stage management, and scenic technology – go mainly to students completing or having just completed a graduate degree.

That realization led Bernie to establish a new YD&T award that's more about encouragement than recognition, he said.

The USITT Master Craftsmanship Award will go to a graduating college senior headed for grad school or an apprenticeship/entry-level position in the "under-recognized areas" of scene painting, stage properties, costume making, or lighting technology, said Michael Mehler, chair of USITT's Awards Committee.

"The area recognized will shift annually," he said, beginning with a Master Craftsmanship Award in Scene Painting to be presented at USITT's 2014 Annual Conference & Stage Expo March 26-29 in Fort Worth, Texas.

Bernie, officially Bernhard R. Works, Ph.D – professor emeritus of design and technical production at the University of Illinois and [2011 recipient of USITT's Joel E. Rubin Founders Award](#) – will be there to present the award, as well as his Golden Hammer in memory of theatre design professor Fred Buerki.

But he said he encourages others to join him in sponsoring the new award. Like the other YD&T awards, it comes with a \$1,000 cash prize and free registration to the Conference & Stage Expo.

"I will continue to make annual contributions," Bernie said. "But others are welcome to contribute along with me until the award is fully funded." He said anyone who donates to the award should be eligible to present it, at the discretion of the Awards Committee.

The craftsman award brings the total of YD&T Awards to 11. Another USITT educator, Costumer Judy Adamson, recently founded the new Barbara Matera Award in Costume Making in memory of her late mentor. ([See story in July Sightlines](#)).

YD&T Nominations open Sept. 1.

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14 U.S. Artists Included in WSD



Among the 100 international designers selected for September's World Stage Design (WSD) exhibition in Cardiff, Wales are 14 American artists, many from the USITT ranks.

The U.S. exhibitors include Costume Designer Alexandra Bonds, who wrote the book on Beijing Costume Design; Scenic Designer Anita Tripathi Easterling, who recently won a USITT Fellowship to study set design in India; and Erik T. Lawson, recipient of the 2013 USITT Robert E. Cohen Sound Achievement Award.

Other American exhibitors including many active USITT members, are: Ariane Lourie Harrison, Brad Steinmetz, Bryan B. Duncan, Curtis Craig, Fereshteh Rostampour, Kenton Yeager, Laura Crow, Madeleine Sobota, Regina Garcia, Rick Malone, and William Liotta.

WSD is a 10-day celebration of world performance design held every four years in a different location. The first WSD was conceived and sponsored by USITT in Toronto in 2005.

Unlike the other world scenography exhibition, the Prague Quadrennial of Performance Design, WSD exhibits work submitted by individual designers around the world, rather than by national teams.

More than 600 designers submitted work in set, costume, lighting, and sound

design for theatre, opera, and dance, said Sean Crowley of the Royal Welsh College of Music & Drama, where WSD will be held.

For more information, visit www.wsd2013.com.

WSD 2013 also will host the 2013 World Congress of OISTAT, the International Organization of Scenographers, Theatre Architects & Technicians, which will elect a new slate of officers. For info on OISTAT, visit www.oistat.org.

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Institute Opportunity Alerts

USITT presents more one-day training sessions, only \$60 for members and \$30 for student/early career members. Non-member rates are available.

Sign up soon:

- [Sound System Design Principles](#) at Meyer Sound Labs on Friday, August 16 in Berkeley, California.; or
- [How to Blend LED with Traditional Fixtures](#) with Chauvet in Orlando, Florida, Friday, August 29 or Saturday, August 30.

Deadlines for USITT Awards are also quickly approaching:

- The [nominations](#) deadline for USITT's 2014 Rising Star Award is September 1. This award, established by LDI/*LiveDesign*, recognizes a young professional for artistic achievement in scenic, lighting, sound, and/or projection design.
- Nominations for [USITT Architecture Awards](#) also close September 1. These recognize contemporary performance spaces around the world. To nominate a recently built or renovated venue, [click here](#).
- USITT's [Young Designers & Technicians Awards](#) open September 1! A total of 11 awards recognize student/early career achievers in sound, costume, scene, make-up, and lighting design, stage management, and more. To nominate someone for YD&T, [click here](#).

Spotlight on Drops in Fort Worth

A new competition for painted or printed drops will be held as part of the 2014 USITT Annual Conference & Stage Expo in Fort Worth.

Scenic artists will be able to enter work in one of four categories: professional; educator; student; and digital or printed drops. A team of adjudicators will select those drops to be displayed based on the three images submitted for each drop. The adjudicators will also provide feedback on the submitted work.

After selection, USITT will arrange to have the drops shipped to and from Fort Worth where the work will be displayed on a Wall of Drops, similar to the wall created of the works from Cobalt Studios which was a great success at the 2013 event in Milwaukee.

Details on the submittal process will be available in the September issue of *Sightlines* and at www.usitt.org.

OISTAT Announces Events

The OISTAT Performance Design, Research, and Education Commissions are working together to participate in an August 10 to 15, 2014 conference in Brazil with a leading theme, "E-Scapes: The exploration of escaping traditional boundaries of performance and its design." Check the [OISTAT website](#) for more information.

In 2014, the OISTAT Scenography Commission's Costume Design Group meeting will be held January 15 to 18 in Antwerp (Belgium), Breda (Netherlands) and Brussels (Belgium). The transnational costume conference and trip is now calling for presentations. Check [here](#) for more information.

Announce ESTA Holiday Cards

The ESTA Foundation 2013 Behind the Scenes Holiday Cards have been created by an impressive array of all-star designers and young talent - Kenneth Foy, Anna Louizos, Chris Nyfield, Melissa Pfeiffer, Court Watson, and Greg Williams.

Three card ordering options are offered: personalized cards with a company logo and custom message, card packs of 10 with a standard greeting, and electronic versions for delivery by e-mail. Orders will be taken until September 23 to arrive by mid-November. All proceeds benefit Behind the Scenes a fund to aide ill or injured entertainment technology professionals. View and order cards at www.estafoundation.org/holidaycards. For more information, contact Lori Rubinstein at 212-244-1421 or holidaycard@estafoundation.org.

Mr. Foy's designs have been seen around the world in theatre, opera, dance, circus and themed environments. He has been a member of the Metropolitan Opera

scenic department for 25 years.

Ms. Louizos received Tony nominations for *The Mystery of Edwin Drood*, *In the Heights*, and *High Fidelity*. Other Broadway credits include *Avenue Q*, *White Christmas*, and the currently running *Cinderella*.

Mr. Nyfield is the design director/partner at Silent House Productions, the Los Angeles based company responsible for the design and direction of successful concert tours including Taylor Swift - *Speak Now* and P!NK - *The Truth About Love*.

Ms. Pfeiffer is a junior at the Mount Vernon Senior High School Fine Arts Academy (Mount Vernon, Indiana). She has participated in many art competitions and shows at both regional and national levels.

Mr. Watson is a set and costume designer whose work has been seen around the world including at Glimmerglass Festival and Deutschestheater in Munich, Busch Gardens and SeaWorld.

Mr. Williams of Positive Contrast is a freelance photographer whose work has been featured in numerous magazines, catalogs, and websites, as well as private collections. He is a co-founder of the Long Reach Long Riders.

For more information about Behind the Scenes, to donate, or to apply for a grant, visit www.estafoundation.org/bts.htm.

Photometric Standard Now in Public Review

A draft standard that would change how the output of LED luminaires is measured is now posted for **public review**. The proposed new standard, *BSR E1.48 - 201x, A Recommended Luminous Efficiency Function for Stage and Studio Luminaire Photometry*, specifies a luminous efficiency function $V(\lambda)$ based on recent human eye response research. Most light meters use the 89-year-old CIE 1924 $V(\lambda)$ function which significantly under-reports the output of RGB LED luminaires and any other sources that put out significant energy in the extreme ends of the spectrum.

The review runs through September 2. For more information, contact: Karl G. Ruling, Technical Standards Manager, PLASA, 630 Ninth Avenue, Suite 609,



A holiday card from Chris Nyfield

New York, NY 10036 or karl.ruling@plasa.org.

Downloads of Free Standards Top 10,000

More than 10,000 standards have been downloaded since PLASA and ProSight Specialty Insurance announced their partnership to make PLASA's American National Standards available to the industry free just over six weeks ago.

Among the most popular standards are *ANSI E1.2 - Design, Manufacture, and Use of Aluminum Trusses and Towers*; *ANSI E1.4 - Manual Counterweight Rigging Systems*; *ANSI E1.1 - Construction and Use of Wire Rope Ladders*; and *ANSI E1.6-1 - Powered Hoist Systems*.

ProSight, PLASA, and all the volunteers who write the technical standards are committed to making sure everyone who attends or works on an entertainment event, from a live show to a film shoot, goes home safely at the end of the day. Technical standards protect lives, prevent accidents, save money, solve problems, and encourage creativity. The partnership between PLASA and ProSight elevates safety protocol by making **PLASA's technical standards available to anyone to download**, free of charge. Additionally, companies who employ ETCP Certified Technicians receive special pricing consideration from ProSight. Visit plasa.prosightspecialty.com to get started.

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Board Wraps Up Business Year

Year end tasks and appointments for the new year were all part of the agenda when the Board of Directors met electronically on June 14. USITT's fiscal and business year ended on June 30, and a new year began on July 1.

The board approved two new Awards for Young Designers & Technicians – the Barbara Matera Award in Costume Making and the Master Craftsmanship Award – with nominations to be accepted for the first time in 2014.

The Board also accepted the Strategic Plan for the organization, which has been discussed and refined over the past year. The next step in the process is to develop a business plan, a step which will continue to align the organization's activities with the strategic plan. A task force will be appointed to participate with the board on the process. This will be a major topic when the board meets in person in August.

New and continuing Commission appointments were approved, as were the Chairs of standing and operating committees of the Institute. Committee members are being confirmed and will soon be on the USITT website.

Michael Vitale and Shawn "Pinky" Estell were confirmed as USITT's first Board Mentees. The board committee which made the selection noted that having a strong field of qualified candidates made it difficult to narrow the field. Mr. Vitale and Mr. Estell will be mentored throughout the 2013-2014 year.

Executive Director David Grindle reported that USITT continues in good fiscal health and should have a small surplus at the end of the year. A final number will be available once USITT completes its annual audit this fall.

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Lori Furcinito Joins USITT Office as Finance Assistant

Lori Furcinito is the newest member of the USITT National Office staff. As Finance Assistant, she reports to USITT Director of Finance & Human Resources Carol Carrigan, keeping track of day-to-day accounting entries and monthly reconciliations.

She, her husband, Mike, and their son, Alex, have a home in Baldwinsville, New York, "a giant leap of about five miles" from where she grew up north of Syracuse. Mike's mother, Martha Furcinito, lives with them, along with their best friend, an 8-year-old Bichon Frisé named Champ.

Lori is a graduate of the State University of New York at Oswego with a B.S. in accounting. She got a job right out of school in the sales audit department of Ames Department Stores. Two years later, she landed a job as accounting supervisor at Home Aides of Central New York.

In 1992, she got married and continued to work until "the light of my life, the apple of my eye" -- Alex -- was born in 1996. She became a full-time mom for 10 years, "until he started to get annoying," she joked. She went back to work as an administrative assistant for M/E Engineering for six years until it "downsized" 18 people last year. She also worked part-time for The Events Company, an event-planning firm that introduced her to "lights, staging, and set-up" in a corporate setting.

Carol Carrigan said "Lori will provide USITT substantial accounting support in the areas of cash receipts, accounts payable, and monthly reconciliations. She will also manage the many details associated with Conference catered events."

Besides her work life, she cared for her mother, who also lived with the family before her death, and helped home-school her son. In her spare time, she enjoys reading, cooking, and movies. (She recommends *Iron Man 3* with Robert Downey Jr.)

She says she is thrilled to join USITT, with its ranks of friendly, helpful people and, especially, opportunities to travel. Part of her duties will include overseeing catering planning for the 2014 Annual Conference & Stage Expo in Fort Worth. "We don't travel a lot as a family, so I am really looking forward to that!" she says.



Lori Furcinito



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Student Design Team Chosen for PQ 2015

Janet Gramza *Communications Associate*

After a long and "impressively challenging" selection process, USITT has chosen four young theatrical designers to collaborate on the American student exhibit to the 2015 Prague Quadrennial of Performance Design and Space in Prague, Czech Republic.

More than two dozen student and young professionals applied for spots on the team, which will design and curate an exhibit of the best American student theatrical design to be displayed at PQ 2015.

The PQ, the world's largest performance design event, is often compared to the Olympics because it's held every four years and awards gold medals to the best theatrical designs from more than 60 countries.

USITT spearheads the U.S. national, student, and architectural exhibits to the PQ.

Markéta Fantová, USITT Vice-President for International Activities, said USITT received three times as many applicants to the 2015 student team as it did for PQ 2011 thanks to a joint recruiting effort with the [Kennedy Center American College Theater Festival Awards](#). Former USITT board member Rafael Jaen was USITT's liaison to the KCACTF, which holds annual regional and national competitions seeking the best college talent in performance design.

Three of the four student team members have won KCACTF regional awards: costume and scene designer [Tyler Kinney](#) of Emerson University in Boston, scenic designer [Joe Klug](#) of Kansas State University, and lighting designer [John Mitchell](#) of Dixie State University in Utah. The fourth, [Jenna Moran](#), is an accomplished sound designer working in Chicago while studying at DePaul University's Theatre School.



In 2011, students participated in the U.S. National Day at the Prague Quadrennial of Performance Design & Space.

Photo/David Blustein

Mr. Jaen said he was "ecstatic" at reaching out to KCACTF winners because they had already gone through a rigorous vetting process. "We had a great success getting the word out" through KCACTF and USITT, he said.

Faculty mentors Tom Burch, assistant professor of scenic design at Ithaca College, and Meghan Raham, assistant professor of set and costume design at American University, interviewed all 26 applicants via phone and Skype. They said they were "blown away" by the quality of the candidates.

"The final decision-making process was extremely difficult," Mr. Burch said. "Ultimately, we assembled an amazing team of students and early career professionals who bring unique and diverse points of view and artistry to the table, and who represent not only the different design disciplines, but also the broad geography and sensibility of a large swatch of our very large nation."

The teammates will now collaborate on a "two year-plus volunteer project" to display the best in American theatre design by college students, he added. They will communicate electronically most of that time and meet in person at the 2014 Annual Conference & Stage Expo in Fort Worth in March.

Ms. Raham said they are working on the theme "Transcend," seeking to show how designers transcend a supporting role and function as artists and storytellers. [The group has a facebook page and urges everyone to visit and "like" them.](#)

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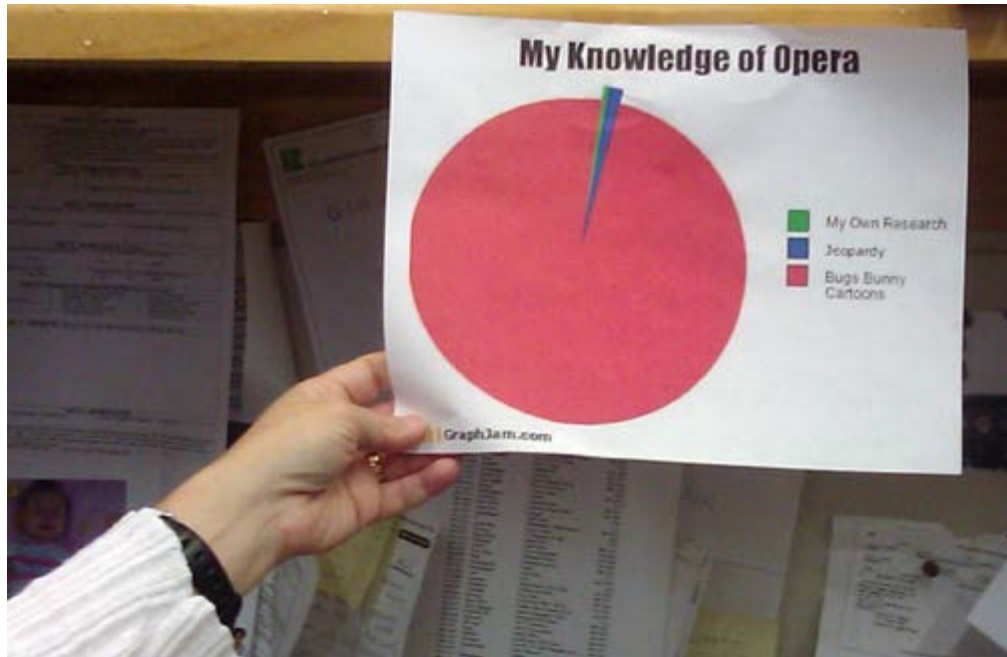
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The Last Word: Opera



Everyone has a different level of familiarity with this unique form of performance. This was seen at Santa Fe Opera.

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Studying Theatre in Italy

A group of stalwart travelers spent 12 days enjoying theatre techniques both old and new as part of the latest USITT Study Tour in Italy.

Group members were like kids in a candy store as they toured facilities such as the scene and costume shops at Piccolo Teatro, Ansaldo Workshops (associated with La Scala), and Teatro Dell'Opera.

A more serious and complete report will appear in the September issue of *Sightlines*, but a delightful time was had by all.



Members of the Italy group study tour gather outside the Piccolo Teatro in Milan before a private tour.

Photo/Annette Clark

Innovator Wins Wisconsin Award

Congratulations to USITT Fellow and ETC CEO Fred Foster on receiving the 10th annual Ken Hendricks Memorial "Seize the Day" Award at the Wisconsin Entrepreneurs' Conference, in Middleton, Wisconsin in June.

The award celebrates entrepreneurial leaders who have been crucial to Wisconsin's economic growth and is named in honor of late entrepreneur Ken Hendricks. The award is not given for technical innovation but for innovative leadership – the ability to

transform business opportunities into successes. "Fred Foster epitomizes what it means to literally work out of your garage as a young entrepreneur and to build a successful company," said Tom Still, president of the Wisconsin Technology Council. "His persistence and vision has helped put Wisconsin on center stage in the entertainment technology world."



Fred Foster

While studying at UW-Madison in the 1970s, Fred Foster and his brother Bill, Gary Bewick, and James Bradley developed and marketed a groundbreaking lighting control system for theatre. Since ETC was founded in 1975, Mr. Foster has performed many roles within the company – from inventor and engineer to industrial designer, tech support, salesman, marketer, president, and CEO. Over time, ETC's products have ranged from lighting consoles to incandescent and LED light fixtures, dimming and power control systems, and stage rigging. Mr. Foster has been ranked among the top 10 "Most Powerful People" in the entertainment-technology industry by *Live Design Magazine*.

A video of the Wisconsin Entrepreneurs' Conference is available from [WisconsinEye](#).

Board Member Welcomes Family Addition

Congratulations and best wishes go out to Michael Mehler and his wife, Sara, who welcomed the newest addition to their family on July 1. Genevieve Angelino Mehler joins Joshua and Madeline in keeping the Mehler household in Meadville, Pennsylvania very busy. Michael, a member of USITT's Board of Directors, is also chair of USITT's Awards and Resolutions Committee, so he is used to juggling multiple demands on his time.

Fellow 'Retires'

Congratulations also go out to Ken Vannice whose most recent title was "Manager, Codes, Standards and Compliance, Lighting and Energy Solutions" at Leviton. He retired in June.

Ken, a Fellow of the Institute, is well-known for his knowledge of all things electrical. For updated contact information, visit the USITT online member directory.

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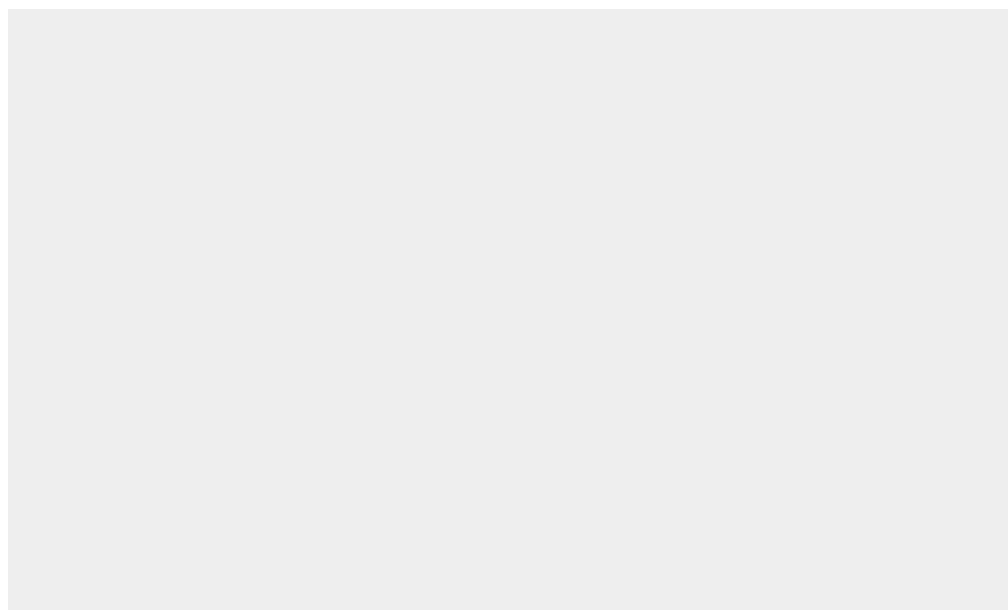
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Meyer Sound: Sound System Chosen for Tony Award-winning *Kinky Boots*

The Broadway musical *Kinky Boots* was a runaway favorite at this year's Tony Awards, winning six Tonys including Best Musical and Best Sound Design by sound designer John Shivers. To present Cyndi Lauper's Tony-winning pop score, Shivers devised a discreet yet powerful reinforcement system built around **Meyer Sound Laboratories'** MINA and M'elodie line array loudspeakers.





ETC: Introduces Source Four LED CYC

When **ETC** began developing a lighting product for cycloramas, the company didn't want to put just any cyc light on the market. It had to meet several requirements to be deserving of the ETC brand; the light would be bright, easy to use, provide seamless coverage, and comply with the high standards ETC sets for its products. The result is the Source Four LED CYC, an adapter that affixes to any Source Four LED luminaire and transforms it into a powerful tool to illuminate cycloramas.

More information about the Source Four LED CYC is available from www.etconnect.com.



Creative Stage Lighting: Named Major Hog Controls Reseller

Creative Stage Lighting has entered into an agreement with High End Systems to be the Major Hog Controls Reseller in the United States. The entire range of Hog4 consoles is now available to Creative Stage Lighting dealers and rental clients from its North Creek, New York location.

The Hog4 lineup launched at LDI 2012.

Rose Brand: Blog Features 'End of the World' Scenic Effect

The newest feature article in the **Rose Brand** Know-How Blog showcases designer Ivy Flores's "A Scenic View of the End of the World" at the California Institute of Arts-Black and White Studio. The installation consisted of panoramic projections on hanging strips of cotton scrim, arranged in a cave-like structure that visitors were able to walk through and touch.

Visit blog.rosebrand.com to read more about this and other projects, or visit the portfolio at bit.ly/portfolio-rb for further inspiration.

Stage Technologies: Automates *Charlie and the Chocolate Factory* in London

Stage Technologies has supplied a massive 75-axis automation system for the world premier West End smash *Charlie and the Chocolate Factory* at London's Theatre Royal Drury Lane.

The company supplied the full automation package, consisting of counterweight assist winches, floor tracks, trucks, sliders, and supplementary motors, while sister company Delstar Engineering supplied the stage engineering and hydraulics.

PRG: Introduces UB Bullet

Retail, Hospitality & Architectural (RH+A) group, a division of **Production Resource Group, L.L.C. (PRG)**, introduces the UV Bullet, an ultraviolet luminaire for blacklight effects. The UV Bullet addresses the needs of lighting designers and specifiers who want small, focusable UV spotlights for blacklight highlighting.

For more information about PRG RH+A's UV Bullet fixture, [click here](#).



PLASA: Exhibitor List Grows

PLASA London 2013 which runs from October 6 to 9, will feature more than 30 companies that did not exhibit in 2012, including Pioneer, Samsung, and Sony. Many existing exhibitors have taken bigger stand space than last year.

Other new exhibitors include Creative Technology, Aspen Media, PRG, Pyrojunkies, and Sound Network. Companies including Shure, Martin Audio, Roland, SSE Audio and Harman have increased their stand space. PLASA London features over 250 exhibitors, and to date over 85 percent of stand space has been sold.

For up-to-the-minute news visit www.plasashow.com, or follow the show on Twitter at [@plasashow](https://twitter.com/plasashow) or on Facebook at www.facebook.com/PlasaShow.

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Sightlines

The monthly newsletter for USITT members

August 2013

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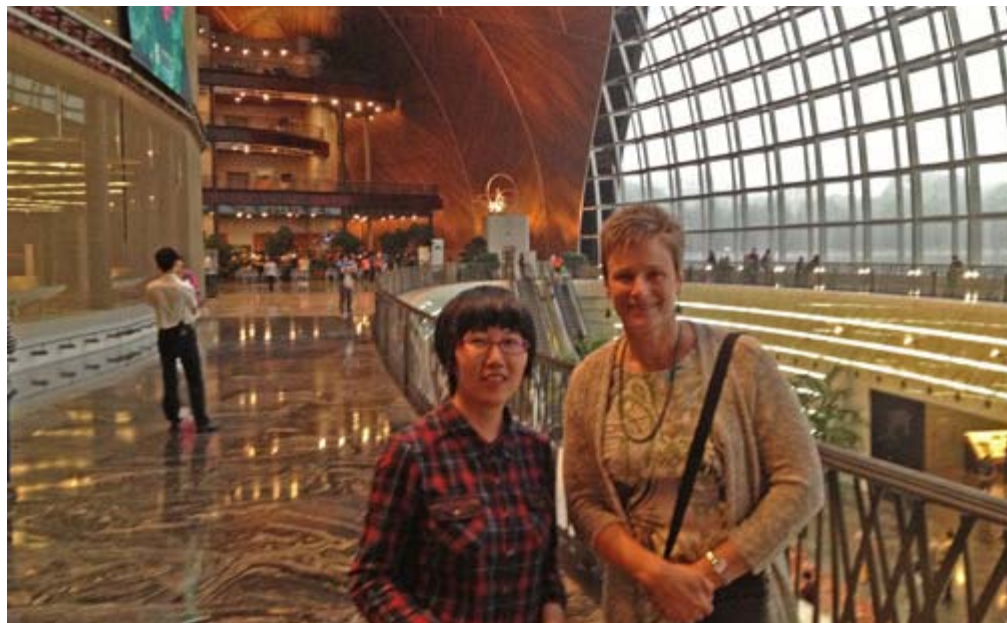
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News From **Lea Asbell-Swanger**, *USITT President* **On the Road Again for USITT**



Zhong Rui with Lea Asbell-Swanger at the National Center for the Performing Arts in Beijing.

Photos/David Grindle

As August begins, I'm starting to realize that summer is waning, and I'm not ready for that. There is always so much that I want to accomplish during the summer months when, in theory, my work schedule is not as hectic. There is no question that this summer was full of interesting experiences and accomplishments, many thanks to my role with USITT.

The "summer reading list" that I mentioned in June has progressed nicely, in part due to an unusual amount of travel for me. It's amazing how much reading I can get done on a 12-hour flight, which was exactly how long it took to fly from Detroit to Beijing. David Grindle and I were invited by the China Entertainment Technology Association (CETA) to attend the China International Entertainment & Technology Summit in conjunction with the China international Exhibition on Pro Audio, Light, Music & Technology held in the capital city.

Last year, Joe Aldrige and David attended and began to build a relationship with CETA's leadership,

so I was honored to be asked to continue that dialogue. We also had the opportunity to visit the National Centre for the Performing Arts (NCPA) in Beijing and meet with Mr. Wang Zhengming, vice president of NCPA, and Ms. Xu Qi, deputy director of the Stage Technology Department, who are very interested in learning about USITT's education and training programs.

Overall, the Chinese are thoughtful and attentive hosts. I appreciated their patience as I attempted to navigate within a culture I know little about.

Once back from China, I had two days back at my day job before departing for Syracuse and the June board of directors e-meeting (that's only a four-hour drive) where I was joined in the USITT office by Secretary Sherry Wagner-Henry. The June board meeting always includes the approval of committee chairs and commissioners since those are annual appointments, and the term of service begins on July 1. Additionally this year, the board approved the new strategic plan which has been in process since last August.

By the time you read this, the strategic plan document should be available on the [USITT website](#). I would like to thank the members of the Committee – Chair Joe Aldridge, Dan Culhane, Ben Gasper, David Grindle, Tim Kaufmann, David Krajec, John Uthoff, and Sherry Wagner-Henry – for their commitment to this endeavor, and to our consultant, Leslie Marqua of Hathor Associates, for her guidance and support.

More detailed work will follow now that a strategic plan is in place with some of that process beginning at the August board meeting this year, so look for an update in the September *Sightlines*.

I returned home long enough to pack again and then travel to Berlin to participate in the international trade show and conference of the German Theatre Technology Association (DTHG). DTHG has sent representatives to our last two conferences and is very interested in building a mutually beneficial relationship between our organizations. They instituted an International Pavilion at their conference this year in which USITT participated, along with representatives from associations around the globe.

It was very interesting to meet the leadership from those other associations and discover that organizationally we are all very similar in terms of member needs and desires. The executive directors agreed that regular dialogue could be very



At DTHQ's trade show in Berlin.

beneficial, so monthly conference calls are being planned among that group.

The highlight of this trip, however, was the addition of Lauren Wilde to our entourage. Lauren was the winner of the 2013 USITT Makeup Design Award sponsored by Kryolan Corporation, and she was able to join us in Berlin. There was a heavy emphasis on make-up techniques in the sessions provided at the DTHG conference and Lauren had the opportunity to show her portfolio to a number of guest artists as well as some student and young designers that stopped by our booth.

It was inspiring to watch this incredibly-talented designer engage individuals from a variety of countries, make connections that will potentially lead to amazing career opportunities, and represent USITT in such a positive way.

Finally, David and I took a train to Prague where we connected with Marketa Fantova, VP for International Activities. Marketa is from Prague, so often spends some family time there in the summer. We took advantage of that and with her help arranged to meet with representatives from the Arts and Theatre Institute, the organizer of the Prague Quadrennial (PQ) as well as the Cultural Attaché from the US Embassy. Both meetings were very informative with exciting opportunities for USITT's members, both as part of PQ in 2015 and with the American Center at the embassy on a more regular basis.

I often hear members say that the one of the best benefits of a USITT membership is the connections one can make and I heartily agree, but after this summer, I submit that those connections, if they don't already, must include colleagues from places beyond our borders.

Back to my summer reading list, I must borrow a quote from Albus Dumbledore, the headmaster at Hogwarts School of Witchcraft and Wizardry from the Harry Potter series, in support of expanding our network internationally, "Differences of habit and language are nothing at all if our aims are identical..."



Loren Wilde shows her design portfolio at USITT's booth in Germany.



We'd like to hear your comments on this story.
Please e-mail Lea at Lea.Asbell-Swanger@usitt.org.

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- **Stagecraft Institute of Las Vegas:** Institute Widens Offerings

Creative Conners, Inc.: Introduces Virtual Simulator

Creative Conners, Inc. has introduced the Spikemark 3 Simulator and is encouraging everyone to get the free download, and then experiment with automation on a fully-functional virtual stage.

To see what happens when designs are put in motion, [download the simulator here](#) or at www.creativeconners.com.

RC4 Wireless/Soundsculpture, Inc.: Opens Branch Office in Missouri

RC4 Wireless/Soundsculpture, Inc., based in Raleigh, North Carolina, has opened a branch office in Raytown, Missouri.

The new **RC4 Wireless/Soundsculpture Incorporated office**, headed by Sean Dane, sales director/application specialist is at 6720 Appleton, Raytown, MO, 64133; sdane@theatrewireless.com; 816-510-3812

L-ACOUSTICS: *The Cowboy Rides Away* with Sound System

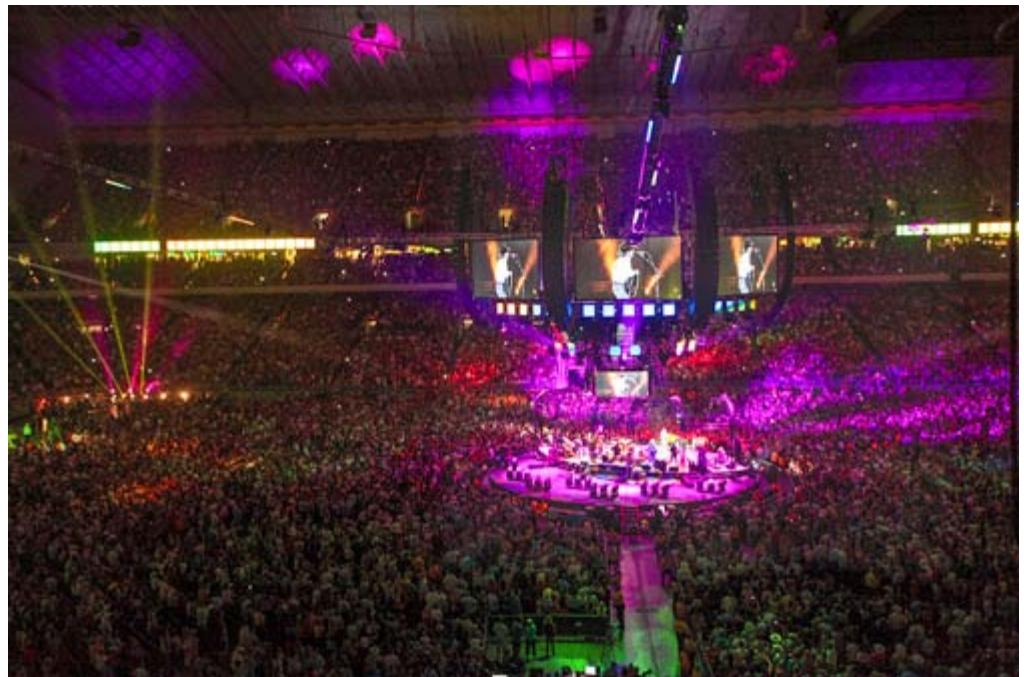
After 40 studio albums and an unprecedented 60 top country music singles, George Strait, the "King of Country," has wrapped up the first half of his farewell tour, dubbed *The Cowboy Rides Away*. With the second leg of dates set to take place in early 2014, the final in-the-round performance of his 2013 trek took place June 1 at San Antonio's Alamodome in front of a record-breaking, sold-out

crowd of more than 73,000 fans.

Dallas-based Onstage Systems furnished the artist's standard **L-ACOUSTICS** V-DOSC and KUDO package for most of this year's tour stops. However, given the sheer size of the Alamodome concert in Mr. Strait's hometown, the company chose to deploy its full inventory of K1 enclosures, which it augmented with additional cabinets from fellow rental network provider **Clearwing Audio** for an impressive total of 120 K1.

For his final *The Cowboy Rides Away* stop at the Alamodome, which sold out within an astounding six minutes of going on sale, the artist performed a two-hour concert following sets from the tour's special guests, Martina McBride and Miranda Lambert. For more details on the 2013 leg, which kicked off back in mid-January, visit www.georgestrait.com.

Onstage Systems can also be found on the Web at www.onstagesystems.com.



Alcons Audio: Loudspeaker Systems a Hit at InfoComm 2013

2013 proved to be another highly successful presence for **Alcons Audio** at the InfoComm trade show, with audio professionals from across the industry able to see and hear the breadth of the company's portfolio of pro-ribbon loudspeaker systems

Major highlights of this year's expo included the North American debut of two new sound system solutions, the QR24 line source column and the RR12 constant curvature point-source array module. In addition, Alcons hosted off-site demonstrations of the LR16 high-output compact line array module.



For more information visit www.alconsaudio.com and www.proribbontechnology.com.

GLP: Seattle Mall Gets Innovative LED Lighting

Enhancing the overall shopping mall experience for visitors — by creating a unique atmosphere with low maintenance, color-changing fixtures, which can be activated for selective events — is a challenge facing mall management companies.

The company responsible for the Pacific Place shopping center in Seattle contacted **GLP** authorized dealer PNTA with that in mind.

With the Christmas season approaching and the annual "Snow Show" looming, something innovative was needed to grab the attention of passers-by and give the 15-year-old retail center a fresh approach. Having worked on other projects at the site, the lighting specialists recommended seven of GLP's pioneering LED fixture, the impression Spot One, to be installed in each of the mall's dominant columns.



IATSE: Elected to National Labor College Board of Trustees

National Labor College announced the election of Mathew D. Loeb, **International President of International Alliance of Theatrical Stage Employees (IATSE)**, to its Board of Trustees.

Since he was elected president in 2008, Mr. Loeb has strongly supported providing educational opportunities for IATSE leadership, local unions, and members. The 2014 IATSE Convention theme stresses "Education" as one of the pillars of success for the entertainment union.

Mr. Loeb launched IATSE's Labor Education Assistance Program (LEAP), through which he established a relationship with National Labor College.

Stagecraft Institute of Las Vegas: Institute Widens Offerings

The Stagecraft Institute of Las Vegas class of 2013 had more classes than it could keep up with, so

some weeks were split in two, totaling out to 11 classes in eight weeks. Housing over 70 students this summer from around the world from Mexico City to Israel to Pakistan, Stagecraft Institute had its share of broad collaborations.

SILV has now taught over 600 students from 44 states and 29 different countries. The first offering of the SILV *Seal of Qualification* covering the integrated steps, content and procedures from the industry, and the two-week SILV **Movers and Digital Media** class will be announced by August 2.

Watch stagecraftinstitute.com for the 2014 offerings. SILV staff members will be at PlasaFocus Austin and Nashville .

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 News From **David Grindle**, *USITT Executive Director*

The Journey Makes the Destination



Are we there yet?!

It is the cry of every long car ride. I would wager that most of us have a memory of thinking we would never reach that destination that some adult had condemned us to pursue in the back seat of a vehicle. And, if you, like me, were the third child, you were crammed in the middle of that seat being tormented surreptitiously by your older siblings. It only made it seem that much longer.

I ask myself that question about USITT sometimes. Are we there yet? Are we the organization that serves the members and the entertainment technology community in meaningful and effective ways?

It all depends on the statistic by which we measure. Conference attendance and membership numbers are up. The number of educational programs offered each year is higher. We are reaching out in new directions to educate people about the Institute and its benefits. So, yes.

We aren't engaging every member. We continue to hear, "I didn't know we did that!" These things tell me we have a long way to go. So, no.

The Board of Directors meets this month to continue laying out the vision, or strategic plan, for the next four or five years. That tells us where we are trying to head. This leads to a business plan that says how we intend to get there. The

challenge for all of us is to remember that these two documents are plans. They aren't writ by the power of the almighty in stone on a mountain top. They are, like a Sunday afternoon drive of my childhood, a plan that is changeable as the needs and situations change.

That doesn't mean we have no intention of following through or measuring progress. But one of those very qualities we are going for is to make an Institute that is nimble and adaptable to situations, hopefully before they happen – to be proactive rather than reactive. That means making changes to that plan.

It also means being patient. Like being stuck behind a slow moving piece of farm equipment (can you tell I drove in rural New York recently?) we will get to the destination, but circumstances may slow us for a moment. That can be irritating to some, refreshing to others. But we will get there.

Our Institute is growing. Our Institute is doing exciting things. Our Institute is responding to a changing world. The ride is a long one. We will move quickly at some points and slowly at others. Both are frightening and frustrating to those along for the ride. So how do you join in the journey?

Participate in programming throughout the year. Submit ideas for activities and programs to your Section, Commission, or the National Office. Give productive feedback to those same people about what you need to grow as a professional. All of these will shape and direct the ride. Together we will get there. And what do we do when we arrive? We take a deep breath, explore, enjoy the environment, and move on to the next destination, wherever that may be.



We'd like to hear your comments on this story.

Please e-mail David at david@usitt.org.

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Costume Ideas Abound in Milwaukee

Carey Hanson *With information provided by Mary McClung*

The temperature in Milwaukee proved to be quite cold during the USITT Annual Conference & Stage Expo this March; however, the costume sessions were sizzling.

The costume sessions started with *A Pound of Flesh*, a wonderful workshop detailing the creation of realistic fat padding for any theatrical circumstance. The presenters covered how to approach small padding, large padding, and quick change padding.

On Wednesday, opening day, a hands-on design tips and tricks session for costume rendering provided much information. This year's session focused on various types of color medium. Techniques ranged from collaging tricks to Prisma color markers tips. This hands-on session was followed by a session presented by Martha Cooper detailing the costumes of Hollywood legend Katharine Hepburn.

First thing Thursday morning, Costume Design & Technology Commission members were able to attend *Wardrobe Work on Broadway* for those interested in pursuing Broadway work behind the scenes.

This was followed by the ever popular Poster Session. In this session, Commission members shared innovative costume techniques with all conference attendees. The Poster Session was followed by an informative session dealing with quick change tips and tricks. Members learned ways to deal with challenging quick-change moments.

The last session Thursday was a hands-on tech workshop entitled *Patterning*



Color rendering was explored at a hands-on session from the Costume Design & Technology Commission at the 2013 Annual Conference in Milwaukee.

Photo/Ross Zentner

Palooza. Thirteen Costume Design & Technology Commission members shared their patterning expertise and offered many creative patterning solutions. Friday morning, members interested in corsetry had the opportunity to attend a session concerning faux corsetry presented by Stacey Galloway. Next up was a hands-on session presented by members specializing in make-up and hair. *Roadmaps, Research, and Rendering* was packed with inspiring ideas.

The remainder of the afternoon and evening was set aside to celebrate the amazing design work of world renowned costume and scenic designer Desmond Heeley. Mr. Heeley was presented with the USITT Distinguished Achievement Award in Scenery and Costume.

Saturday morning opened with a session demonstrating how to create period hats from "unwanted" hat donations. This informative session was followed by a recently added annual event giving students a chance to share their innovative ideas with the Costume Commission and its members. The last session Saturday was presented by Laurie Kurutz and detailed the fine points of men's suit alterations.

From beginning to end, this year's Conference was packed with wonderful, innovative, and inspiring sessions.

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Signs of Good Design

Ann Cadaret Scene Design & Technology Commission


Rachel Keebler led the discussion and provided both fun and practical tips on creating custom signs at the 2013 Annual Conference.

Photo/Tom Thatcher

The sign painting PDW offered before the Milwaukee 2013 Conference & Stage Expo was engaging as well as informative, largely due to the wit and wisdom of Rachel Keebler of Cobalt Studios. Participants immediately got their hands dirty practicing techniques embellished by Ms Keebler's down-to-earth humor and uber-practicality approaching solutions.

She framed her discussion using her experience of being called to paint a sign or lettering with limited tools and time. Good prep work, some remarkably simple materials (a folded piece of paper or a piece of elastic), and good old common sense can go a long way toward a very successful sign.

The PDW included an overview of what makes a painted sign successful, a few handy execution techniques, a look at necessary materials, and one-on-one advice in painting signs. Everyone brought a sign example and then began to

execute it. While many were not able to finish in the time allotted, they practiced a number of techniques and took away some great advice.

Must-haves for a successful sign:

- Good scenic sign painting comes from **good sign** design. Follow the rules for good visual design before painting.
- **KISS**. Yes, this old rule of thumb still carries the day. More elaborate layout and design may be accomplished with digital printing and other methods of sign execution. But for traditionally painted signs, simplicity can be best.
- Have a good layout; plan ahead, fix any errors or things that just don't look right, and figure out placement in the layout stage. Make sure the original will transfer proportionately to the actual sign size.
- Use guidelines. Layout all letters using guidelines to achieve the maximum consistency within any font.
- Bold letters with a heavy stroke carry over distance. Be careful of choosing fanciful or intricate letters since these may not read from a distance, or may lessen the impact of the sign.



Execution techniques included:

- Certain letters, such as 'e' and 'a' must be "corrected" so they read normally on a sign. This usually means extending the curves of the letter above and below the guidelines
- A piece of elastic is a great way to quickly enlarge a letter or character – just mark from original, stretch, and mark again on the sign.
- Always use charcoal to cartoon the sign before painting, and hold the charcoal like a tugboat for best drawing technique.
- Keep a consistent italics angle by simply using a folded piece of paper next to the work.

While many of the tools and materials Ms. Keebler used were familiar, one item was unusual – a quill brush. This is a specific brush that allows the sign painter to maintain rhythm and flow when laying down letter strokes on a sign. Because of how the flexible bristles are arranged, clean consistency can be maintained

with minimum effort (after quite a bit of practice). When using a quill brush, Ms. Keebler recommends keeping verticality when holding the brush, keeping the brush juicy with paint, and paletting well between strokes.

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Costume Communities Stay in Touch – Virtually

Kristina Tollefson *Costume Design & Technology Commission*

The Costume Design & Technology Online Communities continue to support members, and two of the most popular offerings are the Costume Info and Costume Locator e-mail lists.

Members can exchange sources, ideas, techniques, and products used in any area of theatrical costuming on the Costume Info list. Subscribers post questions ranging from machinery recommendations to dye techniques, textbooks, web sources, internships, and job openings. This list does not accept rental inquiries of any kind. To join the Costumer's Info list, send a blank e-mail to costumeinfo-subscribe@yahoogroups.com. Kristina Tollefson (kristina@tollefsondesigns.com) is moderator.

The Costume Locator service is the place to send any rental inquiries large or small. Inquiries have ranged from a single suit to the Equus heads to entire productions. No request is too large or too small. Archive searches can provide information on whether someone has posted a particular item in the past. The list is only responsible for getting people in touch with each other, not for transaction processes. To subscribe to the Costume Locator service, send a blank e-mail to costumelocator-subscribe@yahoogroups.com. Kevin McCluskey (kmclusk@mwc.edu) is moderator.

List moderators must approve each request or post, so it is normal for there to be a few days from the time of posting to the distribution of messages. The main features of both lists can be accessed through e-mail alone, but both lists have web pages to access additional resources. Both lists allow the choice of individual message format or digest format which compiles all of the day's messages into one e-mail. New members are automatically subscribed to the individual message format and can switch to digest by sending an e-mail to costumeinfo-digest@yahoogroups.com or costumelocator-digest@yahoogroups.com.

Anyone may belong to either list or both. For additional information, contact the list moderators.

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Conference & Stage Expo

Fort Worth Boasts of Cowboys *and* Culture

Anne Healy Fort Worth Promotions

The Kimball Art Museum has a broad range of collections covering different eras... The Kimball also provides great purchasing opportunities with its auxiliary gift shop in the Omni Hotel.

Photo/Fort Worth CVB

Fort Worth's Cultural District, only a short distance from the Convention Center where much of USITT's 2014 Annual Conference & Stage Expo activities will take place, boasts six world-class museums all nestled in the park-like setting of the Fort Worth Cultural District. Located just west of downtown, the museums are a great adventure for a morning or afternoon outing! Here are a few of the area highlights:

Amon Carter Museum of American Art, designed by renowned architect Philip Johnson, houses a permanent collection of 19th and 20th century painting, sculpture, and works on paper. It is one of the nation's major repositories of American photography. The Amon Carter is also home to nearly 400 works by Frederic Remington and Charles M. Russell, the two greatest artists of the

American West.

Fort Worth Museum of Science and History hosts a variety of traveling and permanent exhibitions. It is home to the Omni Imax Theater, the largest Imax theatre west of the Mississippi River, and to the Noble Planetarium.

Kimbell Art Museum has a permanent collection ranging from Third Millennium B.C. to Mid-20th Century. The museum includes major works by Fra Angelico, Velázquez, Bernini, Rembrandt, Goya, Monet, Cezanne, Picasso, Mondrian, and Matisse. It is home to Michelangelo's first known painting. The building itself, designed by world-renowned architect Louis Kahn, is often referred to as one of the most significant works of architecture of the 20th Century.

Modern Art Museum of Fort Worth, known to the locals as The Modern, maintains one of the foremost collections of postwar art in the central United States, consisting of more than 3,000 significant works of modern and contemporary international art. The building was designed by Japanese architect Tadao Ando, and is composed of five pavilions of concrete and glass set on 11 naturally landscaped acres. Stop by Café Modern and enjoy a gourmet meal overlooking the beautiful 1.5 acre reflecting pool.

Go to www.fortworth.com/things-to-do/museums/galleries for a complete listing of these and other notable museums. Also located in the Cultural District are Fort Worth Botanical Gardens, Casa Mañana Theatre, Will Rogers Memorial Center, and, close by, the vibrant shopping/dining area on West Seventh Street. A detailed walking map of the area and restaurant listings are on the website.

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Conference & Stage Expo

More Ways to Reach the Industry

Ron Procopio *Stage Expo Manager*

In any event, marketing is the ultimate goal. Whether an exhibiting company is showcasing its newest innovation or recruiting students or employees to join their company/institution, the objective is to create awareness in the industry. Manufacturers spend thousands of dollars to be at the Stage Expo in order to build that relationship with the more than 5,000 people attending.

Along those lines, USITT offers sponsorship opportunities. Sponsorships are generated to create additional lines of communication between the exhibitors and the audience interested in their services. Each sponsorship is carefully reviewed to be sure it creates effective forms of communication and to make sure the value is well

balanced. USITT offers the highest value of communication for the most cost effective investment of any industry event. As the association for the theatre and entertainment industries, it's vitally important to make sure the value to organizational members is greater than they would find anywhere else.

The USITT sponsorship opportunities combine what are typically sold a la carte to create large packages of recognition through Stage Expo. For example, the Registration Sponsorship (valued at \$7,500) combines an on-line presence, e-mail communications as well on-site recognition. Typically each portion of that would be valued at over \$7,500 individually; but it is combined to create a strong, single voice of support for the USITT Conference & Stage Expo.

Another high value opportunity is the new USITT Mobile App sponsorship. Last year more than 2,600 people downloaded the application. Those people opened their app more than 44,000 times to look at the exhibitor list and conference sessions they were interested in. As a sponsor, that's a lot of recognition! The



2014 mobile app is scheduled to be available the first week of August and will be automatically updated to the 2,600 people who have already downloaded the 2013 version, instantly creating awareness.

There are other areas at the event where companies can place ads, or sponsor areas that create a constructive and comfortable experience for the attendees.

The Institute's goal as the industry voice is to connect those people looking for innovations and solutions with those exhibitors who possess those products and knowledge.

For information regarding sponsorship opportunities, contact Ron Procopio at 800-938-7488 x 107 or click www.usitt.org/sponsorship_opportunities for a full listing of current offerings.

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