



**The New 42nd Street
2019 Center Stage Korea
Project Report on GrueJarm Production's *SNAP***

Name of Venue: The New Victory Theater

President & CEO: Cora Cahan

Senior Director of Artistic Programming: Mary Rose Lloyd

Korean Company Featured/CSK Funding Recipient: GrueJarm Productions

Show Name: *SNAP*

Director: Casa Kim

International Affairs Manager: Wo-nil Kim

Venue/2018-19 Season Information

The New Victory Theater's 2018-19 season presented 16 productions from 16 companies, which hailed from ten different countries, and cities across the United States.

SNAP at The New Victory Theater

When: *SNAP* performances ran from April 13-28, 2019

Where: The New Victory Theater

209 West 42nd Street,
New York, NY 10036, United States

Attendees: In total, including both public and education performances, *SNAP* reached 10,415 audience members.

SNAP served 8,250 audience members at performances on sale to the general public. Public performances played to an average house capacity of 95.7%, officially making *SNAP* one of our 2018-19 season's best-selling shows.

SNAP also served 2,165 students across New York City.

Number of Performances: *SNAP* had 21 performances total, including 18 public performances and 3 education performances.



Sponsors: The donors supporting GrueJarm Productions and *SNAP* included:

Center Stage Korea; Korea Arts Management Service (KAMS); Ministry of Culture, Sports and Tourism; Korean Cultural Center New York; V.Lite; JL; BS.PRO; Bail Lee; Gyu Kim; Ellie Park; Jeki Yoo; Rachel Seungyun Lee; Minseong Park; Seungyun Song; Yeolwoo Kang; Gabrielle Kim; Geun-woo Koo; Youngchan Kim; Seung-cheol Kwak; CheolAn Kwak; Yong-e Kim; Junseog Lee; Gilsuk & Eunji; Juyong Lee; Lee Miner; Mark Kalin; Don Wayne; Robin Klinger; Seungwoo Seo; Kevin Spencer; Dujin Kang; Shin Kang; Woo-cheol Jung; Min Geol Kim; Dae hee Kim; Soobin Ahn; Ma Soyul; Seohoo; and Seorin.

Please note that donors listed above only provided support to GrueJarm, and do not include New Victory season sponsors.

Artistic Director's review:

As the Senior Director of Artistic Programming for The New Victory Theater in the heart of New York City, I have the opportunity to seek out extraordinary performers and performing arts companies to bring to the children and families of New York. Since its inception in 1995, The New Victory has been committed to presenting sophisticated, high-quality multidisciplinary arts programs at affordable prices—the very best theater, music, dance, puppetry, magic, and circus arts culled from around the world.

This was our first time presenting *SNAP* and GRUEJARM Production at The New Victory, and we were thrilled to have them participate in our 2018-2019 Season. *SNAP* is a wonderful example of a well-executed, thoughtful and highly-entertaining theatrical magic production for young audiences and their families, performed with great care and artistry. Audiences were delighted and swept up in the magic and wonder of the show, and marveled at the extraordinary skill of the accomplished performers.

-Mary Rose Lloyd

Report Submitted By:

Date: 5/30/2019

Allyson Capetta
Manager Institutional Giving