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From: Rachel Lovett
Sent: Thur 1/10/2013 10:00:43 PM
Subject: From Jeffrey Horowitz - Wall Street Journal Feature

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I am sending this to you for Jeffrey on behalf of my Jeffrey.

Thanks very much

Rachel

I am writing to share that Theatre for a New Audience was featured in a "dramatic exercise" about New York theatre in the Wall Street Journal. I thought you might find it interesting.

This week, on the front page of The Wall Street Journal's Greater New York section was an article in which The Journal asked forty artists – from many backgrounds - "to anonymously distribute \$1 million each in imaginary funds to other local artists, ensembles, theaters and institutions." Please read the attached article.

Theatre for a New Audience is one of the top 10 "recipients." If artists had the money, they would give us \$1.1 million to "have a second space dedicated to the work of young directors and designers (under 35) to produce constructed pieces or imaginative interpretations of classics. This kind of work is sadly lacking any kind of institutional support in NYC." Coincidentally, this is one of the intentions of a new program we will be launching in our new home.

The other night, I attended a WNET/PBS event for the premiere of a mainstream series on Shakespeare called *Shakespeare Uncovered*, which will be seen by millions world-wide including the United States. Trevor Nunn was there because he hosted the episode about Shakespeare's play *The Tempest*, which is about to be broadcast. Prominently featured in this episode is Julie Taymor's 2010 wonderful film of *The Tempest*. Back in 1986, I invited Julie to direct *The Tempest* on stage. It was her first Shakespeare production. Julie is just one example of the quality of young artist that Theatre for a New Audience has supported since its inception and continues to nurture to make major contributions to American culture.

Best regards,

Jeffrey

Rachel Lovett

Capital Campaign Director

Theatre for a New Audience

