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CONTACT:
Eric Brockman, Marketing and Communications Manager
Direct Office: 937-512-0142
Please note new e-mail address: ebrockman@daytonart.org

Photos available online: www.daytonartinstitute.org/newsroom

DAYTON ART INSTITUTE AND ZOOT THEATRE COMPANY ANNOUNCE PARTNERSHIP

Local theatre company to become resident company in DAI’s NCR Renaissance Auditorium

(DAYTON, OHIO) – April 23, 2012 – The Dayton Art Institute (DAI) and Dayton’s Zoot Theatre Company have announced a partnership that will make The Zoot Theatre Company a resident company in the museum’s NCR Renaissance Auditorium.

“The Zoot Theatre Company is a visual art medium whose mission fits beautifully with our vision of making our campus a destination for guests to come for a variety of enriching visual arts experiences,” says The Dayton Art Institute’s Executive Director Michael Roediger.

The new partnership will offer Zoot the ability to host a full, main-stage production season in a central, recognizable location. It will also allow the theatre company to expand its programming, especially in the area of education and workshops. Currently, Zoot must travel to a participant’s location in order to conduct mask or puppetry workshops, which have become increasing popular. With the new partnership, they will be able to host workshops at DAI.

“For Zoot and DAI, this is an obvious partnership, as both organizations specialize in visual arts, with the only difference being that Zoot’s gallery is the stage,” says The Zoot Theatre Company’s Executive Director Michael Sticka. “By becoming the resident company in the NCR Renaissance Auditorium, Zoot is now able to scale up our productions, including producing shows that are able to run two or three consecutive weeks, thus giving more theatre-goers a chance to see our stunning work.”

Through this partnership, DAI and Zoot see opportunities to collaborate on productions, education workshops, exhibits specifically tied to performances, performances specifically tied to exhibits, and festivals.

“The benefits for both organizations include expanded audiences, joint marketing and membership opportunities, and greater educational opportunities for children,” says Roediger. “We really see this as a new model for cooperation between two arts organizations.”
“This past year, we were fortunate enough to be the resident company in the Schuster Center’s Mathile Theatre, as a part of Victoria Theatre Association’s Impact Program, thanks to Ken Nuefeld and the Victoria Theatre Association’s support and generosity,” says Sticka. “With the mission of the Impact Program being to assist developing arts organizations until they ‘outgrow’ the program, I would consider this a huge testament to the success of the Impact Program.”

For more about The Dayton Art Institute, please visit www.daytonartinstitute.org or call the museum at 937-223-5277. To learn more about The Zoot Theatre Company, visit www.zoottheatrecompany.org. Be sure to also look for both organizations on Facebook and Twitter.

THE DAYTON ART INSTITUTE’S MISSION:
The Dayton Art Institute is committed to enriching lives and serving the community by creating meaningful experiences with art.

THE ZOOT THEATRE COMPANY’S MISSION:
The Zoot Theatre Company aims to stimulate the creative spirit through the collaboration of all forms of artistic expression including professional acting, masks, and puppetry by bringing theatrical arts to a variety of peoples in regional and educational venues.

ABOUT THE DAYTON ART INSTITUTE
As one of the Miami Valley’s premier fine art museums, The Dayton Art Institute offers a full range of programming in addition to exhibiting its collection. The galleries and Museum Store are open Wednesday through Saturday, 10 a.m. to 5 p.m., and Sunday, noon to 5 p.m., with extended hours on Thursday until 8 p.m. Suggested admission to the museum’s permanent collection is $8 adults, $5 seniors, active military and groups. Admission is free for museum members, students (18+ w/ID) and youth (17 and under). Some special exhibitions, programs and events may carry an additional charge and include admission to the museum’s permanent collection as part of that price. Free parking is available at the museum and the facility is fully accessible to physically challenged visitors. The Cafe serves lunch Wednesday through Saturday, 11:30 a.m. – 2:30 p.m., and Sunday, noon – 2:30 p.m. For more information, please call 937-223-5277 or visit www.daytonartinstitute.org. The Ohio Arts Council helped fund this organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The DAI also receives support from the Montgomery County Arts and Cultural District.

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