

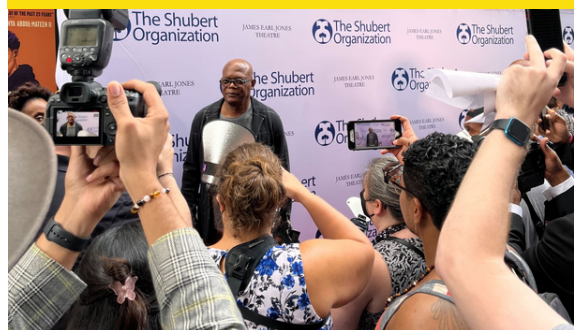
BRIDGING THE GAP FOR HISTORIC BROADWAY THEATRE REVEAL

A Tinc Productions
Case Study



THE RESULTS

- 300+ people in attendance
- Speeches by NYC Mayor Eric Adams and renowned actor Samuel L. Jackson
- Performances by Norm Lewis and Brian Stokes Mitchell
- Powerful video presentation of James Earl Jones seeing the renovated theatre
- Event was on schedule and on budget
- Press coverage from NBC, Deadline, Playbill and more



INTRODUCTION TO PROJECT

In 2022, The Shubert Organization's Cort Theatre was renamed the James Earl Jones, in honor of the celebrated actor who made his Broadway debut at the playhouse in *Sunrise at Campobello* in 1958. The renaming of the theatre represented a historic move by a Broadway house to honor and recognize the contributions of African American theatre-makers on Broadway.

To properly unveil the newly renovated and renamed theatre, The Shubert Organization envisioned a star-studded event in honor of James Earl Jones...and they asked Tinc Productions to help.

THE ASK

Tinc Productions was asked to consult and production manage the renaming event. We were tasked with making sure that all aspects of the opening event ran smoothly and that no questions were left unanswered among the venue, crew and vendors.

OUR UNIQUE SOLUTION

Years of production managing and theatre experience made Tinc the ideal partner in this venture. Given the overall vision of the event by the Shubert Organization, Tinc took the reins and built the system and tools to convert it into reality. We helped translate the big picture into the necessary language and paperwork needed to fulfill the technical details. We worked with teamsters, IATSE, and USA Designers to design the visual environment. Additionally, we worked up plans for several contingencies to ensure the celebration would run seamlessly in all potential situations, including inclement weather.