MANAGING GROUNDBREAKING THEATRE AT A HISTORIC VENUE

A Tinc Productions
Case Study

THE RESULTS

- Sandra was met with rave reviews, specifically from a technical and design perspective
- Show was completed on-time and under-budget
- Performances were extended beyond the original closing date

Photo credit: Carol Rosegg

INTRODUCTION TO PROJECT

The Vineyard Theatre is an Off-Broadway theatre company dedicated to developing and producing new plays and musicals that push the boundaries of what theatre can be and do. Sandra, a one-woman show, premiered at the Vineyard in November 2022 and tells the story of a woman searching for her missing friend in Mexico. Original piano compositions, scenic direction and lighting design help demonstrate themes of friendship and connection—and the subsequent loss of both — that drive Sandra throughout her journey.

THE ASK

While the Vineyard was in a period of internal transition, Tinc was asked to be the Production Management team for Sandra. Tinc was tasked with managing the show in accordance with the Vineyard's core principles, and to continue the tradition of providing time, space and support to help artists realize their vision and to bring it to fruition.

OUR UNIQUE SOLUTION

When working with a historic company such as the Vineyard, it was important to create systems that elevated the client experience and were in line with both Tinc's and the Vineyard's core values. By implementing Tinc's tried and tested model of Production Management, we re-worked The Vineyard to suit the needs of Sandra's technical design.

We relied on our strong relationships with different companies to negotiate favorable contracts, and put together an appropriate team of production heads to meet the theatre's unique specifications. We kept the Vineyard season on-schedule by managing the technical intricacies of the Sandra load-in, run and strike. We also assisted in the transition from our Production Management team to the Vineyard's new Director of Production.