



For Immediate Release
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Contact: Brianna Larson
4x6Fest@gmail.com
813.9ACT-BLU (813.922.8258)

Dates & New Location Announced for 5th Annual 4x6 FEST

**Be a part of this creative tour de force on Sunday, July 28th at the ArtsXchange:
Applications for Playwrights, Actors, & Directors
open May 15th - June 15th, 2019.**

Tampa, FL - A lot can happen in a day, at the 4x6 FEST, we'll prove it. Applications are now open for this year's 5th annual 4x6 FEST, NOW IN ST. PETE. 4x6 FEST is presented by Blue Butterfly Productions, who's mission is to build communities using the power of the arts to connect people and change lives through high quality educational experiences and performances.

This year's 4x6 FEST will include 8 brand new 10 minute plays, 8 playwrights, 8 local directors, and 24 local actors for a total of 40 participants. Playwrights receive prompts at 7pm on the 27th, and doors open to audiences at 7pm on the 28th. Read more about the process below.

"The purpose of 4x6 FEST is to bring together theatre artists in our community who may not have had an opportunity to collaborate with one another before this event and see what they can create together within the enormous constraints we put on them. After all, constraints enhance creativity and force an artist to work outside their norm and that can lead to some incredible discoveries!"

- Brianna Larson, 4x6 FEST Founder & Producer

ABOUT THE EVENT

On Saturday July 27th, 2019 at 7pm, playwrights will receive writing prompts, along with the bios and headshots of their randomly assigned Director and Actors. Completed 10 minute scripts are due 12 hours later. From there, the scripts are given to the director and cast who will meet for the first time on Sunday, July 28th at 8am at the ArtsXchange in the Warehouse Arts District in St. Pete. After 12 hours of rehearsal, the plays are performed at 8pm for an audience and panel of judges. An awards ceremony follows the performances - and the winning play will be announced, which will move on to compete at the 2019 Tampa Bay Theatre Festival (August 30th - September 1st at the Straz Center in Tampa).

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HOW TO APPLY: Email the following materials to 4x6fest@gmail.com:

PLAYWRIGHTS: Resume and three page writing sample

DIRECTORS: Resume and 300 word Artist Statement

ACTORS: Headshot and Resume

DEADLINE: 11:59pm Saturday June 15, 2019. For more details, visit 4x6FEST.com/APPLY

BECOME A COMMUNITY PARTNER: Support the growth of this Tampa Bay theatrical spectacle! Interested businesses should email 4x6fest@gmail.com to inquire.

PURCHASE AD SPACE:

Business Card - \$30; Quarter Page - \$50; Half Page - \$75; Full Page - \$120; Front or Back Inside Cover - \$200 or Meal Sponsorship for 50 persons (Breakfast or Lunch) (Visit 4x6Fest.com/program)

DONATE A

SILENT AUCTION ITEM:

For the first time, the 4x6 FEST will be featuring a Silent Auction to take place after the performances. Businesses can donate gift certificates or gift baskets.

HAVE A PRESENCE:

For the first time, the 4x6 FEST would like to welcome artists and businesses to participate in the evening's Performances and Awards Gala.

MEET THE 4x6 FEST TEAM:

Brianna Larson: Founder & Producer
Kara Goldberg: Director of Marketing
Johnny Garde: Director of Community Engagement

MEET THIS YEAR'S 4x6 FEST JUDGES:

TBA;

If you are interested in becoming a 4x6 FEST Judge, please email 4x6FEST@gmail.com.

MEET THIS YEAR'S PARTICIPANTS:

TBA

Please email 4x6FEST@gmail.com to apply.

- MORE -

TESTIMONIALS:

"I find that in most theatrical productions, there is always someone who provides a foundation for everyone to build on, whether that's the writer and his script or the director and their vision. The 4x6 however is like being thrown into a beautiful artistic tornado where every contributor is just as lost in the chaos as the others, and so we have to grab hold of each others hands and work together to pull something fantastic out of this storm."

- Jesse Hutson, 2016 Winner of "Best Actor" and "Best Dressed" Awards & 3rd year participant

"The collaborative element of 4x6 allowed me to meet so many people in the Tampa theatre community that I would not otherwise have had the opportunity to meet. Because so many artists were working together to create the festival, we were all exposed to various ways of working and numerous perspectives on theatre, and you simply don't find that in other sorts of theatrical collaboration. 4x6 is different from other artistic collaborations, because it creates an environment where anything can happen, and has the added element of time pressure. You cannot think too hard about what you are creating, you just have to create. It's a liberating experience, and forces you to get out of your own way as you make new work."

- Lisa Vilamil, Playwright of the 2017 "Best Play" Award for September 18 & 3rd year participant

"When I first heard about the 4x6 FEST back in 2015, I knew I had to be a part of it. What an amazing opportunity for artists to come together and collaborate, make new connections, and shine. I'm excited to be participating for my fourth year in a row, having completed the Directing/Acting/Writing trifecta last summer! I'm honored to be witness to the growth of this Tampa Bay theatrical gem."

- Kara Goldberg, 4x6 FEST Director of Marketing & 5th year participant

HISTORY OF 4X6 FEST:

4x6 FEST is the brainchild of local artist Brianna Larson. In 2009, Brianna participated in a 24 hour play festival at the Wings Theatre in NYC. She applied to be an actor, but when they were short on writers they asked her to write. Having never written a play before, she figured she would give it a try. Her 10 minute play went on to win Best in Show and she ended up studying playwriting extensively in college. If it had not been for her experience at that play festival, she never would have discovered a love of playwriting. She also continued working with several artists she met at that festival throughout the rest of her time in NYC.

When Brianna moved to Tampa she immediately joined Theatre Tampa Bay as a way to network and get to know the theatre community in the area. She applied for the Jeff Norton Dream Grant to start a 24 hour play festival in this area so that other artists could reap the benefits as she had. She received a \$500 grant from TTB in 2014 and the first Festival took place in the summer of 2015.

Brianna initially thought it would just be a one-time event. That was not the case. The feedback from artists and audiences was so positive, and the event recouped the entire \$500 grant (and then some). three years later, after seeing full houses and steady growth, here we are!

Jon Claridge, the president of TTB at the time, introduced Brianna and the festival to David Warner, Editor of Creative Loafing at the time, and he loved the idea. The CL Space agreed to house the first four

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HISTORY OF 4X6 FEST CONTINUED:

festivals; as well as Michael Murphy of The Silver Meteor Gallery, providing a meeting and rehearsal space for the Actors and Directors on the Day of the festival.

This year, for the first time - the 4x6 FEST will be taking place across the bay in St. Petersburg at the ArtsXchange in the Warehouse Arts District. The team behind the festival is excited to meet the new crop of artists that this move will undoubtedly drum up - and the collaborations between them and the steadfast group of past participants that will ensue.

4x6 FEST is produced by Blue Butterfly Productions, a non-profit organization that strives to build inclusive and diverse communities using the power of the arts to connect people through high quality educational experiences and performances. Funded in part by a Theatre Tampa Bay Jeff Norton Dream Grant. Partnered with the Tampa Bay Theatre Festival.

ABOUT THE PRODUCERS: BLUE BUTTERFLY PRODUCTIONS

VISION STATEMENT: To expand boundaries and dispel myths through the performing arts.

MISSION STATEMENT: *Blue Butterfly Productions* builds inclusive communities using the power of the arts to connect people and change lives through high quality educational experiences and performances.

BOARD OF DIRECTORS: Richard Hart ; Sara Green, Ph. D.; Ron Regan; Susan Huddelson; Katie Wilcox; Michelle Larson (Managing Director); Brianna Larson (Artistic Director)

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SUMMARY:

WHAT:

4x6 FEST

WHEN:

Applications due June 15th

Performance and Awards Gala: Sunday, July 28th | 8pm

WHERE:

ArtsXchange in the Warehouse Arts District

515 22nd St S, St. Petersburg, FL 33712

WEBSITE:

4x6FEST.com

CONTACT EMAIL:

4x6FEST@gmail.com

CONTACT PHONE:

813.9ACT-BLU (813.922.8258)

Past show photos are available at 4x6FEST.com/MEDIA.

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