



For Immediate Release
April 22, 2018
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Blue Butterfly Productions Presents: 4x6 FEST.

Be a part of this display of creative endurance on Sunday, July 15th at the CL Space:
Applications for Playwrights, Actors, & Directors due May 15th.
PLUS: Seeking Community Partners & Volunteers!

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 4th annual 4x6 FEST, 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. On Saturday July 14, 2018 at 7pm, playwrights will receive their writing prompts. Their completed 10 minute scripts are due 12 hours later. From there, they are given to the director and cast who will meet for the first time on Sunday, July 15 at 8am. 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, which will move on to compete at the 2018 Tampa Bay Theatre Festival, will be announced.

"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. Afterall, 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

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 Tuesday May 15, 2018. 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)

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 businesses to participate in the evening's Performances and Awards Gala.

- MORE -

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:

Jon Palmer Claridge

Jonelle Meyer

David Warner

The rest of this year's judges are TBA;

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

MEET THIS YEAR'S PARTICIPANTS:

TBA

TESTIMONIALS:

"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 & 4th year participant

"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 an 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 & 2nd year participant

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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 festival, now having provided the location for the festival's 4 year tenure; 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.

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. Sponsored by Creative Loafing Tampa. Funded in part by a Theatre Tampa Bay Jeff Norton Dream Grant. Wine provided by PRP Wines. 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: Jon Palmer Claridge (President); Elizabeth Brincklow (Vice President); Richard Hart (Treasurer); Sara Green, Ph. D. (Secretary); 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 May 15

Performance and Awards Gala: Sunday, July 15 | 8PM

WHERE:

CL SPACE

1911 N. 13th St., Suite W200, Tampa, FL 33605

WEBSITE: 4x6FEST.com

CONTACT EMAIL: 4x6FEST@gmail.com

CONTACT PHONE: 813.9ACT-BLU (813.922.8258)