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Custom Made Theatre Makes Biggest Move in 17-season History

San Francisco Company Will Open 99-Seat Union Square Custom Made Theatre, at the former home of SF Playhouse and Tides Theatre beginning September 1.

San Francisco. July 1, 2015. Custom Made Theatre Company is thrilled to announce its biggest move in its seventeen-year history. The company will take over the 99-seat theatre at 533 Sutter St, second floor, former home to SF Playhouse, and more recently Tides Theatre. The theatre, to be branded Custom Made Theatre, is in the heart of San Francisco's theatre district – Union Square – close to public transit from all over the city and Bay Area and surrounded by countless restaurants, A.C.T., SF Playhouse, and the TIX Booth.

Artistic Director Brian Katz is thrilled to share this development saying, "Custom Made is primed for this move into a larger, more convenient space. When we took over Gough St Playhouse (formerly known as The Next Stage, attached to the Trinity Church) we were told that we couldn't succeed being off the grid from the Theatre District. Within two seasons, we were proving that audiences would travel for our eclectic blend of new

and classic work. Seven seasons later, we are primed to grow at an unprecedented rate, and this new location will allow us to introduce our work to audiences that found traveling to Cathedral Hill prohibitive. We have always admired SF Playhouse, and we are tickled pink to be able to grow in the theatre where they became a regional institution.”

Custom Made Executive Director Leah Abrams says, "This is an unparalleled opportunity for Custom Made. We first took up theatre residency and planned a season eleven years ago at The Custom Stage @ Off-Market. Over the last six seasons at Gough Street Playhouse, we have continually increased our audiences, diversified and grown our contributed income sources, and built a loyal subscription base that has allowed us to focus more on showcasing new work alongside our favorite Pulitzer Prize winning playwrights. Moving to Union Square and adding an additional 40 seats opens up our award-winning, eclectic work to countless more audience members, and provides opportunities for expanded studio and educational programming.”

Custom Made’s final two productions at Gough St will be the remounting of David and Amy Sedaris’ *The Book of Liz* opening July 9th, and a co-production of August Wilson’s *Two Trains Running* with Multi-Ethnic Theatre (opening August 13th.) The first production in the new Custom Made Theatre (533 Sutter St.) will be Kenneth Lonergan’s *This is Our Youth* directed by Artistic Director, Brian Katz. *Youth* will open September 20th, 2015.

Custom Made wants extend our sincerest thanks to Tides Theatre’s Jennifer Welch for being so welcoming of our organization, and for helping with the upcoming transition. Tides and Ms. Welch are an essential part of the San Francisco theatre community and we look forward to future collaborations with their talented troupe.

Finally, Custom Made will be launching a moving campaign, hoping to raise \$20,000 to support the move: the funds will go directly to costs associated with the relocation: higher rent, new equipment, beautification of the new theatre, and moving costs. Those

interested in making a tax-deductible donation can go to www.custommade.org/moving-fund

Custom Made Theatre Co. 2015/16 season –

This is Our Youth by Kenneth Lonergan Sept-Oct

In Love and Warcraft by Madhuri Shekar ** Nov-Dec

Of Serpents and Sea Spray by Rachel Bublitz * Jan, 2016

Sam and Dede, or My Dinner with Andre the Giant by Gino DiIorio * Feb, 2016

Middletown by Will Eno *** March-April, 2016

Six Degrees of Separation by John Guare May-June, 2016

*World Premiere ** Regional Premiere ***SF Premiere

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