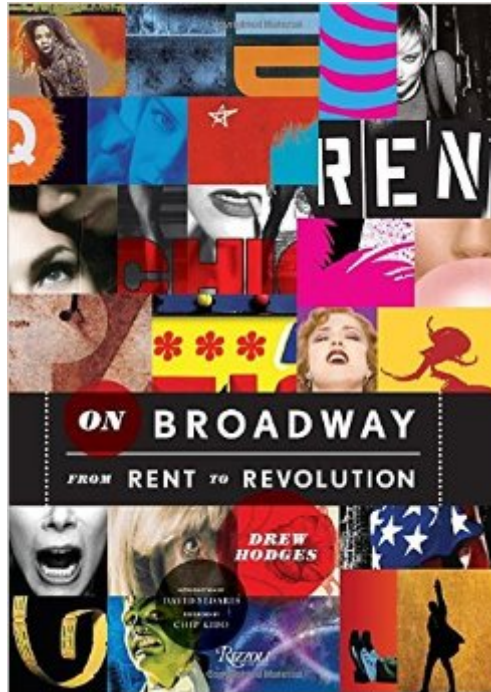


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# On Broadway: From Rent To Revolution



## Synopsis

A visual and oral history of the past twenty years of theater, *On Broadway* pulls back the curtain to reveal the creative process involved in bringing a Broadway show to the stage and into the public consciousness through the words of Broadway's most famous personalities and the art of SpotCo. The art created for a show provides audiences with a tangible, visual, and emotional connection with the theatrical experience. This collection of hundreds of behind-the-scenes photos, concept art, and posters, as well as personal anecdotes by and with some of Broadway's most beloved stars, including John Leguizamo, Berry Gordy, Alison Bechdel, Lin-Manuel Miranda, Mark Ruffalo, Patrick Stewart, Bernadette Peters, Joel Grey, Harvey Fierstein, Sting, Dolly Parton, Neil LaBute, Cherry Jones, and more serves as the document of record of the shows and performers that have graced New York stages for the past two decades. Stories and art cover working with Jonathan Larson's family and the producers on the campaign for *Rent*; Nicole Kidman on her decision to bare all during her photo shoot for *The Blue Room*; selling the hip-hop *Hamilton*; and collaborating with the legendary Kander and Ebb on their revival of *Chicago*, in addition to stories about shows such as *Annie Get Your Gun*, *Young Frankenstein*, *Freaky*, *Avenue Q*, *Shrek*, *Pippin*, *Elaine Stritch: At Liberty*, *Gypsy*, and *Kinky Boots*.

## Book Information

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## Customer Reviews

I want to be fair to this book, because much of it is very good, and I would have both bought it and positively reviewed it IF IT HAD BEEN MARKETED HONESTLY! See, this is NOT a book of the

history of the Broadway musical since "Rent" It is a book about THE ADVERTISING of the Broadway musical since "Rent" by a company called Spotco. Much of their ads are fine... even brilliant... but the ads are not the shows OR the history of the theatre As I say, I would, very likely have still bought this AND been much more kindly disposed to it if it were a bit more honest in its...well... advertising

More a review of SpotCo's (one of Broadway's biggest ad/pr agencies) many advertising campaigns than a review of Broadway itself, this beautifully crafted book shows how a show arrives at its marketing "look". The book covers SpotCo's work from "Rent" (its first client) to "Hamilton" and is really meant to be a coffee table book (and I'm sure will be THE holiday present this year among the Broadway business folks).

This book is gorgeous & I haven't been this excited for a design book in a long time. I purchased it because a friend of mine is a SpotCo art director and knowing his design, I knew this book would be full of beautiful work by him and the rest of SpotCo. My favorite part of this book is the "Event/Non-Event" section that introduces each Broadway production. The Event/Non-Event, plus the interviews by Broadway stars, producers, and SpotCo designers, gives a glimpse into the thinking behind creating advertising for Broadway. This isn't an all-inclusive book of Broadway history, and it's not meant to be. It is, as the description says, a peek into Broadway advertising - pitching ideas for shows, concepting ideas for key art, and figuring out how to involve the community & excite them for a production. Maybe it's also meant to be a coffee table book, but I think that idea makes the book feel cheap. It is far from a coffee table book for me because it is so packed with advertising insight & inspirational design that it is well worth the time to scour every single page.

Nice book, but I didn't realize it was only about shows handled by SPOTCO. I was looking for more of a history of musical theatre during the period covered and so a lot of important shows are left out. Still, it's a handsome book.

Drew takes a spotlight and shines it on the flip-side "star" of a Broadway show...the design and advertising, and how to connect the dots between the audience and the stage. A fun, juicy, behind-the-scenes peek into all the best kinds of drama, along with what feels like a front-row seat to all the backstage action. Bravo Drew & Co!

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