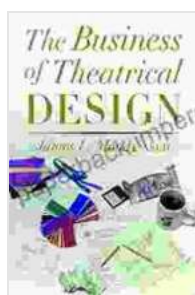


# The Business of Theatrical Design: A Comprehensive Guide to the Industry

Working in the theatre is a dream for many people, but what does it take to make it a reality? For those interested in the business side of theatre, *The Business of Theatrical Design* is an invaluable resource. Authored by entertainment industry veteran and educator Arnold Aronson, this book provides a comprehensive overview of the business of theatrical design, from budgeting and scheduling to marketing and fundraising.

## What's Inside

*The Business of Theatrical Design* is divided into three parts:



## The Business of Theatrical Design

★★★★☆ 4 out of 5

Language	: English
File size	: 644 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 294 pages



### 1. Part 1: The Basics

This section covers the fundamentals of theatrical design, including the different types of designers, the design process, and the various budgets that are involved.

## 2. **Part 2: The Business**

This section focuses on the business aspects of theatrical design, including marketing, fundraising, and contract negotiation. Aronson also provides a valuable chapter on how to start your own theatrical design business.

## 3. **Part 3: The Future**

This section looks ahead to the future of theatrical design, discussing the impact of technology and the changing landscape of the industry.

### **Who Should Read This Book?**

*The Business of Theatrical Design* is an essential read for anyone who is interested in pursuing a career in theatrical design. However, it is also a valuable resource for anyone who works in the theatre industry, from producers to directors to actors. With its comprehensive coverage of the business side of theatre, *The Business of Theatrical Design* is a must-have for anyone who wants to succeed in this exciting and dynamic field.

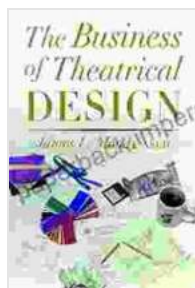
### **About the Author**

Arnold Aronson is an award-winning theatrical designer and educator. He has designed over 400 productions on Broadway, Off-Broadway, and around the world. Aronson is also a professor emeritus at New York University, where he taught for over 30 years. He is the author of several books on theatrical design, including *The Book of Giants* and *American Set Design*.

*The Business of Theatrical Design* is an invaluable resource for anyone who is interested in pursuing a career in theatrical design. Aronson's comprehensive coverage of the business side of theatre, combined with his years of experience in the industry, makes this book a must-have for anyone who wants to succeed in this exciting and dynamic field.

## **Additional Keywords**

- theatrical design
- business of theatre
- marketing for theatre
- fundraising for theatre
- contract negotiation for theatre
- future of theatrical design
- Arnold Aronson
- New York University
- Broadway
- Off-Broadway



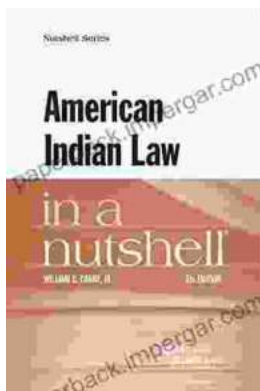
## **The Business of Theatrical Design**

★★★★☆ 4 out of 5

Language : English  
File size : 644 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 294 pages

FREE

DOWNLOAD E-BOOK



## Unlock the Complexities of American Indian Law with "American Indian Law in a Nutshell"

Welcome to the fascinating world of American Indian law, a complex and dynamic field that governs the relationship between Indigenous peoples, their...



## Master Street Photography: The Ultimate Beginner's Guide

Are you ready to embark on an exciting journey into the world of street photography? Whether you're a complete novice or an aspiring enthusiast,...