

**fringe** NYC<sup>SM</sup>

WHAT THEY SAID ABOUT

'04

"This multilingual theatre extravaganza includes **theatre for those who are tired of glossy, corporate musicals and prefer the alternative.** Performances include dance, puppetry, spoken word, multimedia and just about anything else you would care to name. All 20 venues are within 15 blocks of each other. All are easily accessible and surrounded by the streets and parks, in turn filled with free street entertainment, from fire-eaters to buskers, as well as life-sized chess games."

**WHATS ON WHEN**

"The New York International Fringe Festival opened over the weekend with its characteristic mix of inventiveness, talent and eccentricity."

**NEW YORK TIMES**

"The popular, ever-expanding, creatively fertile fest that in past years first exposed New York to "Debbie Does Dallas," "Matt and Ben" and the Tony-winning "Urinetown," this summer features about 200 theatre and dance events culled from 19 states and eight countries."

**NEWSDAY**

"Creators of a show, chosen by a panel of 70 judges from more than 800 scripts, pay only \$500 to cover theater space, technical support, box-office staff and publicity. It's a relatively paltry sum when it comes to mounting a show, says Ron Palillo, a co-star of the FringeNYC comedy "Daddy Was the Biggest Stagemother in Texas!" "The festival has so much notoriety now, so it's an absolutely terrific way to be able to get original pieces in front of an audience," says Palillo, better-known as braying Sweathog Arnold Horshack on the '70's sitcom "Welcome Back, Kotter." The Fringe also continues to attract such familiar names as Heather Tome, a co-star of the recent Broadway drama "Prymate" and a regular on TV soap "One Life to Live." "This is a chance to get out there, push the envelope a little bit and have some fun."

**THE DAILY NEWS**

"When an intern suggested that Victoria Lang check out the New York International Fringe Festival to look for new material three years ago, the theater and film producer had never even heard of it.

But she dragged her husband to see *Matt & Ben*, a satirical look at Matt Damon and Ben Affleck before they became famous. Her husband, who hates theater, loved the show. So Ms. Lang produced it Off-Broadway.

In six weeks, the play recouped its \$100,000 capitalization and ended up with a 10-month sold-out run. It then went on to Los Angeles, and will open in Chicago and Toronto later this summer. Now Ms. Lang is licensing it to theaters around the country.

The Fringe, which rose to fame with the surprise Broadway hit *Urinetown* is "one of the few breeding grounds for new voices, writers and directors," says Ms. Lang."

**CRAINS NEW YORK**