

# DALE FRANZEN

Crucial Arts, LLC

divadale@me.com · (310) 422-2950 · [www.dalefranz.com](http://www.dalefranz.com)



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## AREAS OF EXPERTISE

- \* Artistic Producer & Curator
- \* Artist & Non-Profit Consultant & Mentoring
- \* Education & Community Engagement
- \* Diverse Cultural Programming
- \* Public Speaking & Coaching
- \* Business Partnerships & Strategic Planning

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## PROFESSIONAL EXPERIENCE

### Lead Producer, *Hadestown* – New York & Edmonton, Canada

2011-Present

Inspired by traditions of classic American folk music and vintage New Orleans jazz, [Anais Mitchell's](#) concept album, which was released in 2010, is the foundation of this brand new musical. Directed by Tony award nominated, Obie Award winning, Drama Desk Award winning, and Lucille Lortel nominated director, [Rachel Chavkin](#). *Hadestown* was originally developed with funding from The Broad Stage under the supervision of Dale Franzen and Mara Isaacs/[Octopus Theatricals](#). The project was further developed in collaboration with The Broad Stage through NYTW's Artist Workshop programming, including the annual Usual Suspects Summer Residency at Dartmouth College and the Larson Lab Studio. *Hadestown* is a winner of a Richard Rodgers Production Award, and completed an acclaimed and extended Off-Broadway run at [New York Theatre Workshop](#) in 2016. *Hadestown* off-Broadway run played to sold-out houses and the run was extended twice. *Hadestown* had reviews saying, "*Hadestown* will be your next musical theater obsession" by [Vogue](#) and "Inventive. Beguiling. Luminous. Spellbinding." by [The New York Times](#). Warner's Music Group in collaboration with Ghostlight Records will release the [original live cast album](#) on October 6, 2017. *Hadestown* will have its Canadian debut at Edmonton's [Citadel Theatre](#) in November 2017 and will move to Broadway as early as 2018. [www.hadestown.com](http://www.hadestown.com)

### Mentorship

Present

Mentoring the next generation of artists and non-profit leaders through one-on-one meetings on how to make connections, fundraising, budgeting, and supporting professional development in the arts industry.

### Public Speaking and Coaching – United States & Europe

2016-Present

Participating in seminars, retreats, and mentoring programs to help performers, non-performers, non-profits, and artists learn about public speaking and stage presence. In collaboration with Susan Hyatt on [Dream Boat](#), which is a training seminar on public speaking, and business coaching all while on a luxury cruise ship from NYC to Southampton, England. Next up, a three-city workshop called [OUT LOUD](#) that works with groups of participants for a one-day class on storytelling, public speaking, stage presence, and creating your own signature look and style with [Alexandra Franzen](#).

Also a frequent guest lecturer and panelist at universities, schools, and non-profits, most recently California Institute of the Arts, University of California Los Angeles, UCLA Herb Alpert School of Music, University of Southern California, and Santa Monica College.

### Artistic Advisor to The Broad Stage – Santa Monica

2016-2017

Programming, curating, and strategic consulting for the Broad Stage.

### Artistic Advisor to IMG Artists, Palm Springs Life Festival – Palm Springs

2015-2016

Collaborated with [Barrett Wissman](#), the chairman of IMG Artists, to create a new [life festival](#) in Palm Springs, California that features an inspiring and unparalleled series of events with internationally celebrated musicians, dancers, visual artists, chefs, vintners, and fashion designers. This extraordinary festival kicked off with acclaimed soprano Renee Fleming and the LA Opera Orchestra, conducted by the legendary Placido Domingo.

## **Founding and Artistic Director, The Broad Stage – Santa Monica**

**1998-2015**

Spearheading the \$45-million state-of-the-art modernist arts complex from inception through planning, fundraising, construction, and its opening in 2008. The Broad Stage is a 541-seat house that allows for an intimate connection between the artists on stage and audience. The Broad Stage was inspired by the Italian horseshoe shaped theater with a California modern influence for a multi-purpose house that hosts artists in theater, dance, film, opera, jazz, world music, musical, and symphony and chamber orchestras, family programming, and much more.

Produced an original theatrical musical hybrid piece titled *American Voices* with Dustin Hoffman as the star and director for the soft opening of The Broad Stage in August 2008. The cast included talents such as Annette Bening, James Cromwell, Rosario Dawson to name a few and a full orchestra conducted by maestro, Kent Nagano. The official opening in September 2008 was headlined by the great, Barbara Cook. During the 7 seasons as Founding Artistic Director, The Broad Stage consistently brought in renowned performers including Placido Domingo, Juan Diego Florez, Joyce DiDonato, Brian Stokes Mitchell and Kelli O'Hare, Preservation Hall Jazz Band, Mikhail Baryshnikov, Patti LuPone, Diavolo and Bill T. Jones Dance Companies, Lee Ritenour, Dave Grusin, Joshua Redman, Bobby McFerrin, Helen Hunt, Academy of St Martin in the Fields, Shakespeare's Globe and many others.

Ensuring that educational and community outreach was just as important to the mission of the theater as hosting esteemed artists, The Broad Stage launched an extensive educational programming serving the lifelong community of Santa Monica. Among many other programs created, some highlights are Opera Camp in partnership with Los Angeles Opera, which debuted with *Brundibar*, a Holocaust opera, and continues to this day at LA Opera. Again in collaboration with Kent Nagano, the Japanese American museum, and UCLA, Dale produced *Manzanar: An American Story* that starred Martin Sheen, David Benoit, Senator Inouye, and Kristi Yamaguchi along with the American Youth Symphony and a 200 voice community children's choir. The Broad Stage gives cultural exposure to the Santa Monica community through various mediums like student events and reaches over 20,000 community members every year.

[www.thebroadstage.org](http://www.thebroadstage.org)

### **Responsibilities**

- \* Directed critically acclaimed annual arts series of over 200 shows at two theaters
- \* Launched capital campaign, securing \$45 million in private, individual public, and foundation funds
- \* Secured \$10 million endowment from prominent American philanthropists, Edythe and Eli Broad, to name the theater
- \* Collaborated with legislative leaders on a \$135 million cultural/educational facilities bond
- \* Aligned leading architecture and construction firms to create a state-of-the art "performing arts playground"
- \* Established on-site community outreach program, introducing young audiences from diverse backgrounds to internationally-renowned musicians and vocalists
- \* Directed online, on-air, and print media marketing campaigns to announce and establish the presence of The Broad Stage
- \* Recruited Board of Directors from community and business leaders, and internationally recognized Artistic Advisory Committee
- \* Built a world-wide artistic reputation into venue of choice of first-tier performers in only three years
- \* Oversaw growth of The Broad Stage into a major southern California artistic and cultural center, maintaining year-round presence, with critically acclaimed presenting and producing season in two venues.
- \* Led the charge of creating and directing a sustainable non-profit company to reflect a 21<sup>st</sup> century model of cultural and educational excellence.

## **Co-Project Director, Academy of Entertainment and Technology – Santa Monica College**

**1996-1998**

The Academy of Entertainment & Technology is home to the Design Technology Department of Santa Monica College, offering curriculum in a number of areas such as Animation, Game Development, Graphic Design, Interior Architectural Design, Post Production, and Visual Effects. This school is now nationally renowned for producing students who directly enter the entertainment industry. Honored by the Community College League of California with the 1997 "Courageous Leader Award." <http://www.smc.edu/Highlights/Pages/Academy-Entertainment-Technology.aspx>

### **Responsibilities**

- \* Created and led a 15-person advisory board made up of leaders in the entertainment industry to create an educational center designed to train future artists for the burgeoning world of digital technology and visual arts
- \* Conceptualized SMC's Academy of Entertainment and Technology, an institution designed to prepare students for challenging careers in the interdisciplinary field of digital media

**Adjunct Lecturer – Antioch University****1988-1990**

Taught Opera Seminars at the Los Angeles and Santa Barbara campuses.

**Faculty Member, Music Department at Santa Monica College****1984-1994**

Instructed beginning and intermediate Voice Classes, served as Music Director for the Music Theater Workshop and for Summer Musicals, and designed and taught Opera/Voice courses.

**Professional Opera and Musical Theater Singer****1974-1995**

Performed for National and International venues.

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**EDUCATION**

**Master of Fine Arts in Voice**, California Institute of the Arts

**Bachelor of Arts in Music**, Antioch University

**Center of Social Innovation (CSI) Fellowship**, Stanford University, Graduate School of Business

**Community College Instructor Credential**, State of California

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**HONORS & AWARDS**

- \* Honorary committee for dedication of Caroline's LOFT (Leonetti O'Connell Foundation Theatre) at the Los Angeles County High School for the Arts (LACHSA).
- \* Courageous Leader Award, Community College League of California
- \* Drama-Logue Critics Award, Outstanding Achievement in Theatre Vocal Scholarship, Banff School of Fine Arts
- \* Vocal Scholarship, USC Opera Workshop

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**BOARD EXPERIENCE**

- \* The Broad Stage
- \* California Presenters
- \* Convention and Visitors Bureau of Santa Monica
- \* Advisory committee for the World Sacred Music Festival LA Dance USA

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**MEMBERSHIP**

- \* Member of the Trusteeship, a founding affiliate of the International Women's Forum, and serves on its Membership Committee
  - \* Opera America
  - \* Union Affiliation: Equity, AGMA, SAG
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