



Press Release
For immediate release
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588 Sutter Street #318
San Francisco, CA 94102
415.677.9596 fax 415.677.9597
www.sfplayhouse.org

Press Inquires Contact: Anne Abrams
goanne@comcast.net

World Premiere
IDEATION

By Aaron Loeb

Directed by Josh Costello

September 23rd to November 8th

Tues, Wed, Thurs 7pm / Fri, Sat 8pm / Sat 3pm, Sun 2pm

Previews 8pm Sept 23, 24, 25, 26

Press Opening: Saturday, September 27

San Francisco, CA (August 2014) – **San Francisco Playhouse** (Bill English, Artistic Director; Susi Damilano, Producing Director) launches its twelfth season with the world premiere of *Ideation*, winner of the 2014 prestigious Glickman playwriting award. *Ideation*, written by Aaron Loeb (*First Person Shooter*, *Abraham Lincoln's Big*, *Gay Dance Party*) and directed by Josh Costello, broke box office records and received critical acclaim during its development process as part of the 2014 San Francisco Playhouse 2014 Sandbox Series.

Aaron Loeb brings a dark comic edge to this psychological suspense thriller, in which group of corporate consultants work together on a mysterious and ethically ambiguous project. As the lines between right and wrong are blurred, these characters must navigate the cognitive dissonances and moral dilemmas to decide for themselves if everything is as it really seems.

The cast includes Ben Euphrat*, Jason Kapoor, Mark Anderson Phillips*, Carrie Paff* and Michael Ray Wisely*.

Aaron Loeb (Playwright)'s work has been performed in San Francisco, New York, Los Angeles, Sacramento, Ft. Worth, San Jose and Connecticut. His full-length plays include *Brown*, *First Person Shooter*, *Blastosphere* (with Geetha Reddy) and *Abraham Lincoln's Big*, *Gay Dance Party*, which had its Off-Broadway premiere in 2010. In addition to the Glickman Award for *Ideation*, other honors Loeb has received are: two Bay Area Theater Critic Circle Awards for Best New Play (*First Person Shooter* in 2007, *Abraham Lincoln's Big*, *Gay Dance Party* in 2008--both of which had their world premieres at the San Francisco Playhouse), Outstanding Play from the New York International Fringe Festival (*Abraham Lincoln's Big*, *Gay Dance Party* 2009), GLAAD Media Award Nominee (*Abraham Lincoln's Big*, *Gay*

THE SAN FRANCISCO PLAYHOUSE

World Premier Ideation

Continued:

Dance Party 2009), and seven "Emerging Playwright Awards" from PlayGround. He is a member of the Dramatists Guild, Inc. and a Playwrights Foundation resident playwright.

Josh Costello (Director) is a Bay Area stage director. Recent projects include his adaptation of Cory Doctorow's *Little Brother* for Custom Made Theatre Company, *Reborn* by Zayd Dohrn for San Francisco Playhouse, and *Toil & Trouble* by Lauren Gunderson for Impact Theatre, all world premieres. He directed *My Children! My Africa!* and the Bay Area premiere of *Lovers & Executioners* for Marin Theatre Company. Other directing work includes *House of Lucky* at Magic Theatre, *Romeo and Juliet: A Fire Ballet* at The Crucible in Oakland, *Hamlet* at Shakespeare-by-the-Sea in LA, and his adaptation of *The Rover* for The Chance Theater in Orange County and for a live television broadcast on LA and Orange County's PBS affiliate. Josh was the founder and first Artistic Director of Impact Theatre. He was the Artistic Director of Expanded Programs at Marin Theatre Company and the Education Director at the Marin Shakespeare Company, and has taught at ACT, Cal Shakes, SF Shakes, UC Riverside, Cal State Long Beach, South Coast Rep, and the American Academy of Dramatic Arts in Hollywood. Josh holds a BFA in Theatre from Boston University, and an MFA in Directing from the University of Washington, Seattle. Josh is the Literary Manager at Aurora Theatre Company in Berkeley.

Founded by Bill English and Susi Damilano in 2003, **San Francisco Playhouse** has been described in the New York Times as "a company that stages some of the most consistently high-quality work around." Located right in the heart of the Union Square Theater District, **San Francisco Playhouse** is the city's Off-Broadway style company, an intimate alternative to the larger more traditional Union Square theater fare. The San Francisco Playhouse provides audiences the opportunity to experience professional theater with top-notch actors and world-class design in a setting where they are close to the action. The company has received multiple awards for overall productions, acting, and design including the SF Weekly Best Theatre Award and the Bay Guardian's Best Off-Broadway Theatre Award. Presenting a diverse range of plays and musicals, **San Francisco Playhouse** produces new works as well as re-imagining classics, "making the edgy accessible and the traditional edgy." The company's 2012-2013 season marked its 10th anniversary and as it moved to a newly renovated venue, The San Francisco Chronicle raved: "On the verge of opening its 10th season, the company that lived a hand-to-mouth existence for its first few years has become 'the little playhouse that could.' It quickly established a reputation for attracting some of the Bay Area's best acting and directing talent, as well as for its exciting play choices. And with its bold Sandbox Series, it's become a player in developing new works as well." **San Francisco Playhouse** is committed to providing a creative home and inspiring environment where actors, directors, writers, designers, and theater lovers converge to create works that celebrate the human spirit.

The Sandbox Series, where playwright Aaron Loeb, director Josh Costello, the actors and the creative team developed *Ideation*, is an ongoing important aspect of the work San Francisco does.

The mission of **The Sandbox Series** is to promote new works utilizing top-notch directors and actors. The presentations will have limited design elements thus reducing the costs and risk of each production. By reducing risk, we hope to bridge the gap between “readings” and “main stage” productions and thus provide increased exposure to the new voices in American Theater.

FOR CALENDAR EDITORS:

WHAT: Aaron Loeb brings a dark comic edge to this psychological suspense thriller, in which group of corporate consultants work together on a mysterious and ethically ambiguous project. As the lines between right and wrong are blurred, these characters must navigate the cognitive dissonances and moral dilemmas to decide for themselves if everything is as it really seems.

SHOWS: **Previews** 9/23-9/26 at 8pm, **Opens** Sept. 27th at 8pm through Nov. 8th.
Tuesday, Wednesday & Thursday 7pm
Friday & Saturday 8pm
Matinees Saturday 3pm and Sunday 2pm.
No Matinee 9/27

WHERE: 450 Post Street, San Francisco

TICKETS: For tickets (\$20-\$120) or more information, the public may contact The San Francisco Playhouse box office at 415-677-9596, or www.sfplayhouse.org.