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Dr. Phillips Center for the Performing Arts and Apples and Oranges Studios Partnership Announced *Musical Theatre Development Program Accepting Applications*

June 8, 2016 – Orlando, FL – The **Dr. Phillips Center for the Performing Arts** announces a partnership with **Apples and Oranges Studios** for a platform to develop **new musical theatre work**. Applying the model that accelerates technology start-ups, **The Apples and Oranges Studios Musical Theatre Development Accelerator** treats storytellers as founders and creates an opportunity for them to interact with experts in storytelling, production, distribution and mentors in the business of show business.

Beginning with a draft of their book, music, and lyrics, participants develop their shows in a collaborative environment during an eight-week program, on the Dr. Phillips Center campus, divided into virtual, residential, and presentation units. Throughout the program, which is driven by a lean focused development method and the use of cutting-edge technology, mentors interact with participants individually, while Apples and Oranges Studios Accelerator staff work with teams to provide frequent feedback and encouraging frequent revisions of their work.

The Apples and Oranges Studios Accelerator staff work with storytellers to evaluate and design a custom development and distribution plan that includes brand development and audience analysis to get stories in front of the right audiences. Upon culmination of the program, all participants pitch their project to mentors and investors for further development or production.

The application process is now open, the pilot program, in partnership with the Dr. Phillips Center for the Performing Arts in Orlando, Florida, begins August 8, 2016.

More information is available at <http://nycoc.com/accelerator/>.

About Apples and Oranges Studios

Led by industry experts and Tony-Award-winning producers of *Hair*, *Memphis*, and the current Broadway smash *An American in Paris*, the Apples and Oranges Studios Accelerator team includes veteran entertainment producers and artists, technology business leaders, and educators with deep experience across multiple genres, platforms, and budget levels. Eschewing tradition, Apples and Oranges Studios combines the team's diverse involvement in the entertainment industry with experience in the tech start-up and enterprise IT worlds to develop and produce new musicals in cutting-edge ways. Utilizing revolutionary tools and complex data analysis to build audiences and

drive business, Apples and Oranges Studios endeavors to tell compelling stories with strong commercial viability. Through strategic innovation to advance the arts, Apples and Oranges Studios is committed to changing the future of storytelling. www.AnOStudios.com

About the Dr. Phillips Center for the Performing Arts

The Dr. Phillips Center for the Performing Arts is a nonprofit 501(c)3 organization operating the state-of-the-art performing arts center in downtown Orlando, Florida. With its opening in November 2014, the performing arts center launched its vision of Arts For Every Life by being a gathering place for creativity and discovery; a vibrant urban destination where artists, audiences and students come to experience, explore and learn. The two-block community destination features the 2,700-seat Walt Disney Theater, 300-seat Alexis & Jim Pugh Theater, Seneff Arts Plaza, Dr. Phillips Center Florida Hospital School of the Arts, the DeVos Family Room, and other event rental spaces. Future expansion includes Steinmetz Hall, a 1,700-seat acoustical theater, along with rehearsal, classroom, office space and commercial development spaces. The Dr. Phillips Center is a public-private collaboration with the City of Orlando, Orange County, the State of Florida and generous donors. For more information please visit drphillipscenter.org.