

FOR IMMEDIATE RELEASE

Media Contact:
Cathy Spielberger Cassetta
The Tabard Theatre Company
408-979-531
cathy@tabardtheatre.org
www.tabardtheatre.org



NOMADIC THEATRE COMPANY NO LONGER HOMELESS

The Tabard Theatre Company
continues legacy created by Gary De Mattei
at Theatre On San Pedro Square

San Jose, CA (4 April, 2008) – Upon completing its seventh season of rotating venues, The Tabard Theatre Company of San Jose has secured a home. Tabard founder and managing artistic director, Cathy Spielberger Cassetta, announced that Tabard became the resident and managing theatre company of Theatre On San Pedro Square in downtown San Jose effective April 1, 2008.

The theatre company has taken over the lease from Gary De Mattei who passionately developed the theatre venue, along with former business partner Michael Smythe, since 2000 but has since been drawn to New York City to pursue acting and directing opportunities. “Gary’s vision and effort have led Theatre On San Pedro Square to the special venue it has become,” commented Cassetta. “We are grateful for the opportunity to build his legacy by bringing Tabard into this space. I honestly don’t think people know today how much he has done for the arts in San Jose.”

Gary describes Theatre On San Pedro Square in theatrical terms as a “low-tech black box” that is ideal for intimate artistic and theatrical presentations. In 2005, he, with building owner John McEnery, made Theatre On San Pedro Square the focus of a ground-breaking policy through which the venue is available six months out of the year to other non-profit arts organizations at no cost with the assistance of the San Jose Redevelopment Agency. As the resident managing company, Tabard will continue the arrangement that includes covering a portion of monthly overhead costs throughout the

year, including the Redevelopment Agency's "public-use" period from April 1 – September 30.

"The Theatre On San Pedro Square is a hidden treasure, which Gary De Mattei single-handedly made into a premiere venue for small arts groups in San Jose. We are impressed with the extraordinary group of people who run The Tabard Theatre Company," said Harry Mavrogenes, Executive Director of the Redevelopment Agency of the City of San Jose. "We are very pleased to have Tabard as our partner, and we believe that Theatre On San Pedro Square is a perfect fit as Tabard's new home."

Coincidentally, through arrangements made last October under the same "public-use" agreement, Tabard will conclude its current season at Theatre On San Pedro Square with the World Premiere of *Pandemonium*, the third and final World Premiere of its seventh season, April 25 – May 10. Theatre On San Pedro Square is Tabard's eighth venue in seven years.

"We are very grateful to the seven previous venues that have provided us with a place to present our productions, allowing us the opportunity to grow and make a difference in the community through the arts. Words fail to express the depth of our appreciation to Gary De Mattei, John McEnery and the San Jose Redevelopment Agency for giving us the opportunity to call Theatre On San Pedro home. We plan to become very active in the life of San Pedro Square and downtown San Jose. It's an irony for us, actually, that after spending seven years championing and providing arts activities in neighborhoods outside of downtown, we are now placed right in the heart of that arts scene," Cassetta explained.

Tabard offices will continue to be based in Almaden, where Cassetta is an active member and past president of the Almaden Business Association, a neighborhood chapter of San Jose Silicon Valley Chamber of Commerce. Cassetta is backed by a strong board of directors, volunteer staff, business sponsors, and loyal patrons.

The company has built its reputation by producing plays and musicals that have never or rarely been produced in the area. On April 25, Tabard will open *Pandemonium*, bringing a close to its 7th season, whose theme is "7-year Itch – Itch for Something New." This

history-making season presented three World Premieres created in-house, placing Tabard on the map as an arts innovator.

For its inaugural season at Theatre On San Pedro Square Tabard, which begins in October, Cassetta is in the process of choosing 3 – 4 works. “We will present a classic piece of theatre set in the contemporary backdrop of the Oval Office – perfect for a controversial election year. We are also planning an adaptation of a much-loved literary classic that will charm young and old, and one or two toe-tapping musicals that will lift audiences’ spirits, leaving them with a song in their hearts, and a smile on their faces.”

Another Tabard hallmark is producing shows that are suitable for audiences of all ages. Cassetta is quick to point out that “this does not mean that all shows are targeted to kids. It means that whether a patron is 5, 35 or 65, they will neither see nor hear anything of a questionable nature.” Additionally, the company has maintained the youth ticket price for those 17 and under at \$10, a price point set when the company began in 2001.

Committed to making a difference in the community through the arts, the company donates a portion of each show’s concession proceeds to a non-profit designated by the staff and cast. Some of those beneficiaries have included Alzheimer’s Activity Center, EHC Life Builders, Girl Scouts of Santa Clara County, and Guide Dogs for the Blind to name a few. The designated non-profit for the current production, *Pandemonium*, is HOPE Services of San Jose.

More information about The Tabard Theatre Company and *Pandemonium* is available at www.tabardtheatre.org or by calling 408-979-0531. For information about using Theatre On San Pedro Square, organizations may contact Tabard or the San Jose Redevelopment Agency at (408) 795-1893.

— END —

PHOTO:

Founder and managing artistic director of The Tabard Theatre Company, Cathy Spielberg Cassetta takes in the company’s new home at Theatre On San Pedro Square.

Photo credit: Judy Bingman