

# JOEL FERRELL

Director. Choreographer. Educator. Consultant.



## EXPERIENCE

### Associate Artistic Director, Dallas Theater Center (2011-2019)

A LORT B regional theater with an annual operating budget of approximately \$10 million, located in Dallas, Texas, this nationally recognized company operates a seven- to nine-play season on stages in the Dee and Charles Wyly Theatre in the AT&T Performing Arts Center in downtown Dallas, and in the Frank Lloyd Wright-designed Kalita Humphreys Theater, also in Dallas. The organization includes as part of its mission: developing major new works; commissioning playwrights; creating award-winning education and community engagement programs; and seeking collaborative producing partners both regionally and nationally. Dallas Theater Center (DTC) focuses on being a “town hall” for Dallas and North Texas by producing work that reflects the experiences of our audiences, embracing new voices and re-investigating the classics.

#### Primary Responsibilities and Accomplishments:

- Collaborated with the Artistic Director in all aspects of Artistic decision making, including; season selection, hiring directors and creative teams, guiding the local casting process, and strategic planning.
- Produced up to four of each season's productions by overseeing all aspects from inception through closing.
- Directed two of each season's main stage productions.
- Worked with General Management to create all production-related budgets.
- Collaborated with the Development Department on major fundraising events including producing the annual Centerstage gala and the annual Circle Dinner for high-level donors.
- Assisted the Education and Community Engagement arm of the theater in reaching new communities and launching new programs.
- Served as a teaching artist and liaison for DTC's relationship with Southern Methodist University and Booker T. Washington High School for the Performing and Visual Arts.

### Associate Artist, Dallas Theater Center (2009-2011)

#### Freelance Director (2001-2009)

### Artistic Director, Casa Manana Theater (1996-2001)

#### Primary Responsibilities and Accomplishments:

- **SEASON SELECTION** Collaborated with the Executive Producer on selecting summer and winter mainstage seasons and a seven-show Theater for Young Audiences season. Coordinated the transfer of the mainstage season to the Nancy Lee and Perry R. Bass Performance Hall - a 2000 seat, state of the art performance venue.
- **CASTING** While serving as artistic director, employment of artists and support personnel increased by 50% and included nationally recognized actors, designers and directors. The combined annual production schedule required the hiring of up to 600 performing artists, musicians and support personnel.

## EDUCATION

The University of Texas at Austin  
B.S. English & Communications

## CONTACT

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References.

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- **DIRECTING RESPONSIBILITIES** Directed the majority of mainstage productions, moving between Casa Mañana's 1,800-seat theater-in-the-round and the 2,000 seat Bass Performance Hall. Each season saw innovation in programming, production values, artist collaboration and artistic quality.
- **BUDGETING** From 1996 to 2000, the budget increased to \$8 million annually from \$3 million annually. Due to residence in the Bass Performance Hall, average production budgets increased to approximately \$800,000 per production from approximately \$300,000 per production.
- **MARKETING AND AUDIENCE DEVELOPMENT** Worked closely with the Director of Development, the Marketing Department, and the Board President to enlist innovative board members, improve fundraising, and implement innovative marketing techniques.
- **EDUCATION AND COMMUNITY ENGAGEMENT** Oversaw and helped develop numerous educational and community engagement programs through collaboration with public and private schools, local universities, and other arts organizations. Many of these programs resulted in substantial underwriting and grant awards.
- **THE BETTY LYNN BUCKLEY AWARDS** Produced this awards program designed to recognize excellence in high school musical theater. In its inaugural year, the program generated a \$40,000 Bank of America sponsorship with funds ear-marked for student and school scholarships.

## ADDITIONAL AREAS OF EXPERTISE

### Directing and Choreography Credits

**Directing Credits at the Dallas Theater Center:** *Dreamgirls*<sup>†</sup>, *The Rocky Horror Show*<sup>†</sup>, *Joseph and the Amazing Technicolor® Dreamcoat*<sup>†</sup>, *Cabaret*<sup>†</sup>, *A Chrsitmas Carol*<sup>†</sup> (2005-2009, 2011, 2012), *Romeo and Juliet*, *Driving Miss Daisy*, *Clybourne Park*, *Red*, *God of Carnage*, *Dividing the Estate*, *reasons to be pretty*, *The Laramie Project: Ten Years Later*, *Cotton Patch Gospel* (starring its creator Tom Key); **Choreography Credits at the Dallas Theater Center:** *It's a Bird... It's a Plane... It's Superman*, *A Midsummer Night's Dream*, *The Who's Tommy*, *My Fair Lady*; **Directing Credits at Casa Manana:** *Big River*, *Carousel*, *Oklahoma!*, *Godspell*, *Once On This Island*, *Bye Bye Birdie*, *Jekyl and Hyde*, *Grease*, *Joseph and the Amazing Technicolor® Dreamcoat*, *A Chorus Line*, *Sleuth*, *Steel Magnolias*, *Deathtrap*, *Lend Me A Tenor*, *Moon Over Buffalo*, *Here's Love*, *The King and I*

<sup>†</sup>Denotes credits both directed and choreographed.

### Freelance Directing Credits

**Trinity Shakespeare Festival:** *Love's Labor Lost*, *Comedy of Errors*; **Lyric Theater of Oklahoma:** *Kopit and Yeston's Phantom*, *Peter Pan*, *Wizard of Oz*, *Aida*; **Portland Center State (Choreographer):** *Cabaret*, *West Side Story*, *Ragtime*, *Guys and Dolls*, *Sunset Boulevard*, *Oklahoma!*, *My Fair Lady*; **Second Thought Theater (Dallas, TX):** *Gruesome Playground Injuries*, *Othello*, *The Necessities*; **Stage West (Fort Worth, TX):** *Who's Afraid of Virginia Woolf*, *Alfred Stieglitz Loves O'Keefe*, *The Baltimore Waltz*; **Dever Center Theater (Denver, CO):** *Sweeney Todd: The Demon Barber of Fleet Street*, *DragOn*

### Teaching Credits

**Adjunct Theater Faculty:** Southern Methodist University, Texas Wesleyan University, The University of North Texas, and The University of Texas at Arlington. **Theater Teacher:** Booker T. Washington High School for the Performing and Visual Arts (Dallas, TX)

### Consultant Projects

**Provided creative and logistical consulting for:** Southern Methodist University's Meadows School of the Arts, Dallas Stage and Scenery, St. Andrew United Methodist Church (Plano, TX)

## REFERENCES

Jeffrey Seller (Broadway Producer: *Rent*, *In the Heights*, *Hamilton*): jseller@adventureland.com / 212-391-8226

Rebecca Fletcher (Former DTC Board Chair): rebeccaenloefletcher@gmail.com / 214-912-1582

Kevin Moriarty (Artistic Director, Dallas Theater Center): kevin.moriarty@dallastheatercenter.org / 214-252-3919

Rajiv Joseph (Playwright, Pulitzer Prize Finalist): josephrajiv@hotmail.com / 718-288-1408