WINSTON-SALEM JOURNAL special advertising feature

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Fiddler on the Roof, Twin City Stage | Nov. 2-4, 8-11, 15-18

• One of the most beloved musicals of all time comes to life once again in Winston-Salem as Twin City Stage presents "Fiddler on the Roof."

At nearly 50 years old, the musical remains as timeless as ever while addressing universal themes such as tradition, family, pride and prejudice.

"We're of course trying to stay true to the tradition of 'Fiddler on the Roof,' said Bobby Bodford, who directs the show. "It will never be dated because the themes and the stories that it involves are so easily identifiable."

Set in early 1900s Russia, "Fiddler" focuses on Tevye, a poor Jewish milkman trying hard to hold on to the traditions of his family against the backdrop of a rapidly changing world. When his oldest three daughters choose to forgo their culture's customs of marriage and the Tsar evicts Jews from their village, Anatevka, Tevye must come to terms with a new reality.

But for all the seriousness of tone, "Fiddler" offers many lighthearted moments and a score full of memorable music.

"It (the musical) is incredibly emotional but full of hope," said Bodford, "It's got wonderful humor in it and incredible music."

Call (336) 725-4001 or visit TwinCityStage. org for ticket information.

Winston-Salem Light Project: Lumanotus, University of North Carolina School of the Arts | Nov. 13–17

For the fifth year, downtown Winston-Salem will spend five nights bathed in light thanks to the Winston-Salem Light Project, a multimedia public art presentation using prominent downtown landmarks as the canyos.

Part of the citywide Six Days in November arts and cultural festival, this year's proj-

ect involves an alliance between students of UNCSA's School of Design and Production and Anca Trandafirescu and Glenn Wilcox of area_architecture, a Michigan-based firm.

"Lumanotus," as the 2012 project is known, comes from luma for the brightness in a video signal and notus, for the ancient Greek personification of the south wind.

Norman Coates, director of the lighting program at UNCSA, said the concept for "Lumanotus" evolved out

of an initial exploration of memorials and monuments and what they mean to modern society.

"We took on the idea that perhaps we shouldn't look at such a narrow definition. It

has expanded into looking at spaces and shapes within the urban environment," he said.

"Lumanotus," which will take place in Winston Square Park, involves projecting moving images onto three large inflatable structures that audiences will actually be able to enter and interact with.

"One will be almost 40 feet tall and 30 feet wide," said Coates. "We're looking forward to how people are going to interact with them and live inside and outside of them. We're putting people in the medium we're working on and allowing them and their shadow play to become part of the project.

"The audience is going to take away what they want out of the piece they look at. I think that's true of a lot of artwork. I don't think it's important to any of us that they see it exactly as we do, but that they enjoy it for the reasons that are important to them."

For more information about the Winston-Salem Light Project and the UNCSA School of Design and Production, visit LightProject, org. Information about Six Days in November can be found at 6DaysWS.com.

Piedmont Craftsmen's Fair | Nov. 17 & 18
As the flagship event for Winstonsalem's Six Days in November arts and cultural festival, the Piedmont Craftsmen's Fair will again showcase the handiwork of more than 100 fine artists from across the country.

For almost five decades, the annual fair has allowed consumers and artisans to speak directly to one another about the techniques used to create beautiful and unique pieces in a variety of mediums, including clay, wood, glass, fibers, leather and metal.

This year, 22 first-time exhibitors — provisional members of the Piedmont Craftsmen who are currently undergoing the rigorous standards process — will be participating in the fair. The rest of the exhibitors have been fully vetted by a standards jury, ensuring their work is of the highest quality.

"We'll have ongoing demonstrations by about 20 different artists, everything from glasswork to printmaking," said Jane Doub, president and CEO of Piedmont Craftsmen. "The demonstrations are always nice because they help fulfill our education mission, but they also give the customer an idea of how things were made by someone using their hands instead of a machine. It's a nuance that many people don't understand."

According to Doub, the fair consistently draws more than 4,000 visitors each year because of the unique opportunity it offers to find something that's not only one-of-akind but affordable.

"We're trying to help people understand that this is about a way of life. It's not necessarily a museum-type show. It's about bringing art into your life and enjoying it and using it."

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For more information about the Piedmont Craftsmen or about the 49th annual Piedmont Craftsmen's Fair, please call (336) 725-1516 or visit PiedmontCraftsmen.org. Information about Six Days in November can be found at 6DaysWS.com.

The Fantasticks, No Rules Theatre Co. Nov. 17–18, 23–25, 28–30, Dec. 1–2

Everyone knows "The Fantasticks," says Joshua Morgan, artistic director for No Rules Theatre Company, but no one has seen it quite like this.



Sam Edgerly and Dorea Schmidt as Matt and Luisa in NRTC's "The Fantasticks."

"Our production is very different than what people are used to. It's set in a gypsy/carny world with this band of players who travel around in a wagon putting on shows," he said, insisting that the spirit of the story remains the same. "Essentially this is a story about growing up."

Morgan directs this retelling of the classic musical, which sees two fathers attempting to bring their children together in love by feigning a feud. When the scheme the men concoct to encourage the match between Matt and Luisa backfires, each must do some serious soul searching to repair relationships and move forward.

"The show lends itself to encouraging all of us to use our imagination," said Morgan of his decision to tweak some aspects of the original musical. "I don't feel like I've changed the show as much as honored and stayed true to what originally was created, which is a piece that begs for actor, designer, and director interpretation."

Though the setting and character development of the No Rules version may wander from what playwright Tom Jones and composer Harvey Schmidt set forth in 1960, famous tunes such as "Soon It's Gonna Rain" and "Try to Remember" remain part of the score, ensuring diehard fans of one of the worlds' longest-running musicals won't be disappointed.

Founded in 2009 by University of North Carolina School of the Arts classmates, No Rules enjoys dual residency in Winston-Salem and Washington, D.C.

For ticket information, please call (336) 747-1414 or visit RhodesArtsCenter.org. To learn more about No Rules Theatre Company, visit NoRulesTheatre.org.

The Journal's fountain was illuminated in last year's light show.

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