

BRADFORD LOURYK

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EDUCATION

Vassar College, *Distinguished Alumnus*

ACTIVITIES

The Lucille Lortel Awards

Design Director

Created a new brand for the event's 25th Anniversary, designed every component of the annual production, and designed the physical award statuette.

Keen Company

Design Director

Thoroughly rebranded the not-for-profit company prior to its 15th season, designed its website, created key artwork for its six productions over three seasons, directed all photography, and produced all subscriber acquisition, communications, and special event materials during that period.

HONORS

Drama Desk Award Winner

Unique Theatrical Experience

GLAAD Media Award (nominated)

Best Play

Sundance

Fellow

ENGAGEMENTS + APPEARANCES

Smashing History

Vassar College

National Arts Marketing Project

Providence, Rhode Island

PROFESSIONAL EXPERIENCE

BRADFORD LOURYK DESIGN

Chief Creative | 2000–Present

I have provided consultation and aesthetic services from concept through execution for dozens of commercial, not-for-profit, and private clients in a range of fields and collaborated with leading cultural figures and boldface names from the worlds of theater, film, music, and television. Areas of proficiency and expertise include:

- High-level concept creation and ideation across multiple market segments
- Brand creation and identity design
- Graphic design for print and digital applications
- Art and photography direction
- Copywriting
- Front-end web design
- Interior design
- FF+E design
- Development and execution of interactive experiences, special events, film and television projects, operas, and multi-award-winning theatrical productions

MONOCLE HOTELS

Style Director + Curator | 2016–2019

I created a comprehensive new boutique brand to unite a disparate collection of five hotel properties in Manhattan, placing conceptual emphasis on interactivity, gentle immersion, cultural curation and programming, and moments of delight and surprise. I executed on this concept in collaboration with a team of architects, project managers, vendors, contractors, and consultants. My purview included:

- Taking a holistic dramaturgical and narrative approach
- Conceiving and creating the total brand identity including naming, voice, vocabulary, and visual language
- Devising the brand with flexibility and elasticity for expansion
- Conceiving the total interior and exterior design, including custom furnishings and interior and exterior signage
- Engaging renowned fashion designer Mary Ping to create staff uniforms
- Commissioning one-of-a-kind artwork for public spaces and guest rooms from New York-based photographers and fine artists, and further selecting artwork and objects for display and exhibition throughout the hotel
- Creating long-term pop-up rooftop bar concepts for two other properties while developing the flagship

PLAYWRIGHTS HORIZONS

Design Director | 2003–2016

For 14 seasons, I served the major not-for-profit institution Playwrights Horizons as its Design Director. In this capacity, I worked across all departments in this complex organization on diverse projects with both earned- and contributed-revenue goals, and collaborated with department heads, project managers, consultants, contractors, and vendors. Award-winning production highlights during my tenure include *Clybourne Park* (Pulitzer Prize; Tony Award), *The Flick* (Pulitzer Prize, Obie Award), and *Grey Gardens* (three Tony Awards, Drama Desk Award, Obie Award). My primary areas of focus included:

- Directly designing or directing the design of key artwork for more than 80 world- and New York-premiere theatrical productions
- Overseeing or producing all marketing and communication materials including annual subscription brochures
- Designing and producing institutional and pre- and post-opening production-specific print, digital, and email advertising
- Designing and producing institutional and production-specific collateral materials
- Designing several iterations of the front end of the organization's website
- Conceiving, designing, and executing on- and off-site interactive experiences, installations, and special events, including annual galas
- Directing all production- and marketing-related photography and video shoots
- Writing or editing blurb copy, marketing copy, and press releases

MANHATTAN ENSEMBLE THEATER

Marketing Director | 2001–2003

As part of a minuscule-but-brilliant team at a scrappy, Off-Broadway company, I oversaw the productions of *Franz Kafka's The Castle*, *The Golem*, *Death in Venice*, *Hank Williams: Lost Highway*, and *Golda's Balcony* (pre-Broadway). My responsibilities here included:

- Creating marketing plans
- Handling art direction and photography direction for key art, marketing materials, and advertising
- Negotiating strategic partnerships and sponsorships
- Purchasing and placing media
- Writing and distributing press releases
- Handling press and media requests
- Scheduling the attendance of critics and award nominators and voters
- Planning opening nights and special events
- Tracking ticket sales

LEADERSHIP EXPERIENCE

STUDIO 42

Co-Founder + Artistic Director | 2001–2015

As co-founder and Artistic Director of this off-off-Broadway company, I commissioned, developed, and curated premiere productions of new work and collaborated closely with hundreds of early-career playwrights, directors, designers, and actors—many of whom have become major players on Broadway and in film and television—to hone that work for production. I created UNPRODUCIBLE!, an annual, one-night-only event which premiered full-scale productions of plays deemed too big, too complicated, or too wild to be essayed by other producers, and for which the company eventually became best-known.

THE STARVING ARTIST AWARD FUND

Co-Founder | 2002-2015

I was instrumental in establishing this philanthropic offshoot of Studio 42, which made a significant annual grant to an artist of merit, as determined by an independent panel of adjudicators, working in any creative discipline in New York City. The prize, along with a trophy designed by Jonathan Adler, was presented at The Starving Artists Ball. The Ball, for which I twice served as co-Chair, grew to become a highly-anticipated event in the arts community, receiving funding and sponsorships from major brands and corporations, and was regularly attended by celebrities and luminaries from Broadway to Hollywood.

THE VASSAR CLUB OF NEW YORK

Board Member | 2010–2012

During my tenure as a member of the Board of VCNY, I conceived *The Grey Book*, a print directory of regionally-focused and alumni-endorsed providers of high-end goods and services, which provided a revenue stream to the organization; and established the Fall Fête, a gala evening which serves as the club's major annual fundraising event.

BIOGRAPHY

With a network spanning Hollywood to Riyadh, Drama Desk Award-winner Bradford Louryk brings nearly twenty years of professional expertise in design, style, culture, and entertainment to every project he tackles. Described as a 'one-stop-shop' and a 'not-so-secret secret weapon,' his creative output runs the gamut from live performance to boutique hotel design.

Straddling the roles of creator, designer, and strategist, Bradford has had the privilege of bringing unique vision and flawless execution to collaborations with some of the most luminary figures in the contemporary arts, from Pulitzer Prize winners to The B-52s, and he and his work have received major coverage in international media including *The New York Times*, *The Post*, *The Daily News*, *Newsday*, *The Boston Globe*, *The Boston Herald*, *The Boston Phoenix*, *The Scotsman*, *The Guardian*, *American Theatre*, *GOTHAM Magazine* (as one of New York City's 100 Most Eligible Bachelors), and *Time Out*, among others. He has also been featured on television and radio, and in the books "Dionysus Since '69" from Oxford University Press, "We Will Be Citizens" from McFarland & Company, and "Charles Ludlam Lives!: Charles Busch, Bradford Louryk, Taylor Mac and the Legacy of the Ridiculous Theatrical Company" from University of Michigan Press. Aleksandar, the fictional opera director in Sophie McManus's acclaimed debut novel "The Unfortunates," published by Farrar, Straus and Giroux, was based upon him. Bradford is a distinguished alumnus of Vassar College.

PROFICIENCIES + FLUENCIES

Strategic thinking, crack problem solving, and quick decision making. An encyclopædic knowledge of the history of art, design, and fashion. A thorough understanding of photography, typography, and printing. Muscular copywriting. Compelling storytelling. Special events. Talent hiring. Talent wrangling. Rigorous attention to quality and detail. Superlative written and verbal communication. Flexible collaboration. Giddy aesthetic enthusiasm. Inspired lunacy and radical ideas. Mac OS; Microsoft Office; Adobe Creative Suite (InDesign, Photoshop, Illustrator, PremierePro); Google Analytics; CRM, Survey Monkey, Basecamp, Mail Chimp; HTML.

REFERENCES

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