

UNICORN · COLONIAL · FITZPATRICK

BERKSHIRE THEATRE GROUP

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Berkshire Theatre Group Wins American Graphic Design Award

Pittsfield, MA— Berkshire Theatre Group receives the “2013 American Graphic Design Award” for their 2013 Summer Season Poster from Graphic Design USA, an international graphic design organization. BTG was selected from over 8,000 entries from across the nation, representing the highly selective 15 percent of excellence in design.

“I’m very elated and thrilled to have my first summer poster for BTG selected for the award,” said Abby LePage, Berkshire Theatre Group’s graphic designer. LePage, a College of St. Rose graduate, joined BTG in August of 2012. “After researching and reading the selected plays, I wanted to design a poster that was contemporary and accessible in aesthetic, cohesive as a season announcement but that also equally highlighted the character of each of the eight productions.”

For five decades, Graphic Design USA has sponsored the national design competition that spotlights areas of excellence and opportunity for creative professionals. This year Graphic Design USA celebrated their 50th year of the competition.

“We’re really honored to win the award,” said Rebecca Brighenti, Director of Marketing and PR at Berkshire Theatre Group. “Our graphic designer, Abby LePage, is such a talented artist and to receive national recognition for her work further emboldens our mission of supporting wide ranging artistic exploration and acclaimed performances in theatre, dance, music and entertainment in the Berkshires.”

The competition is open to everyone in the community: advertising agencies, graphic design firms, corporate, institutional and publishing in-house departments, and more. It honors outstanding new work of all kinds: print, packaging, point-of-purchase, internet, interactive and motion graphics.



About Berkshire Theatre Group

The Colonial Theatre, founded in 1903, and Berkshire Theatre Festival, founded in 1928, are two of the oldest cultural organizations in the Berkshires. Having united in November of 2010 under the leadership of Artistic Director and CEO Kate Maguire, these two institutions are providing the Berkshires and beyond with the finest in live theatre, music, dance and the visual arts on five stages in Stockbridge, MA and Pittsfield, MA. The Fitzpatrick Main Stage (400 seats), cataloged by the National Register of Historic Places, was originally designed and built by Stanford White as the Stockbridge Casino in 1888. The intimate Unicorn Theatre (122 seats) is a home for emerging artists and new theatrical ideas. The Colonial in Pittsfield (780 seats) re-opened in August of 2006, following a \$21 million restoration, and boasts pristine acoustics, classic gilded age architecture and state-of-the-art technical systems. BTG also performs at the outdoor Neil Ellenoff stage, located on the grounds of BTF in Stockbridge, and at The Garage, a music venue located in the lobby of The Colonial. BTG serves over 100,000 patrons per year and reaches over 17,000 students through its educational and outreach programs. For more information on BTG call (413) 448-8084. To purchase tickets, call (413) 997-4444 or go online to www.BerkshireTheatreGroup.org.