

# “The World Needs Dreamers And The World Needs Doers. But Above All, The World Needs Dreamers Who Do.”

## MY 10 CORE VALUES AS A DIRECTOR

BY ANDREA BERTOLA

- 1. MAINTAIN SIGNATURE STYLE.** Thought-provoking, avant-garde, visually stimulating. My productions have an undeniable energy unique to my style of directing. I am an imaginative storyteller with a zest for bright colors, idiosyncrasies and mischief-makers. Each piece utilizes a delicate balance of passion, spunk, creativity and attention to detail.
- 2. FIND *Inspiration* EVERYWHERE.** As a director my work is an innovative reflection of the world in which we live. **What inspires me?** Psychology, Astrology, Nostalgia, Genealogy, Dr. Seuss, Pedagogy, Magic, Pop Culture, Counterculture, Camp, Oscar Wilde, Dreams, Realism, The Supernatural, Burlesque, Bettie Page, The Circus, Social Media, Feminism, Mystical Creatures, Snowstorms, My Mother and... Leopard Print.
- 3. PAY ATTENTION TO THE DETAILS.** I believe attention to detail has the ability to turn a great production into an awe-inspiring one. From dramaturgical research to set and costume design, details cannot be overlooked. Everything must be researched. (I have been affectionately nicknamed “Nancy Drew” for my sleuthing abilities). When the details are important to the director, the passion for the work is conveyed to the cast, crew and the audience.
- 4. EMPOWER THE CAST.** Creating trust within the cast is the cornerstone to a successful production. Once they feel comfortable with each other they become empowered, empathetic, respectful and more willing to take risks on stage. It is also important for me to see my cast members gain the self-confidence to succeed personally, socially and artistically.
- 5. PUSH BOUNDRIES.** Actors, crew, and audience members alike. I encourage all participants in my productions to test their limits; get out of their comfort zones; take risks; think outside of the box and push the envelope.
- 6. BE *Authentic*.** Create a safe space that embraces honest exchanges both on stage and off. I insist on telling powerful stories rich with intense emotional believability. I believe it is crucial to honor the story, characters, motives, actions and the playwright with artistic integrity. To accomplish this goal, I spend much of the rehearsal process facilitating character development and trust building exercises.
- 7. USE YOUR METHOD.** As Stanislavski said, “Create your own method. Don't depend slavishly on mine. Make up something that will work for you! But keep breaking traditions, I beg you.” I have created my own ‘method’ of what works derived from techniques I have studied throughout the years. Including: Ensemble Building Exercises, Viewpoints, Rasaboxes, Affective Memory, Magic If, Alexander Technique, Epic Theater, Distancing Effect, Boal, Brecht, Checkhov, Meisner, Stanislavski, Strasberg, Process Drama, as well as Drama Therapy Techniques.
- 8. SPARK DIALOGUE.** My mission is to examine challenging or controversial themes that speak to contemporary issues in our society. By directing provocative, innovative, envelope-pushing productions, I aim to spark a healthy dialogue between cast, crew, audience and critics.
- 9. CREATE AN **EXPERIENCE** FOR THE AUDIENCE.** The majority of my productions have an instance of “Breaking the 4<sup>th</sup> Wall.” I believe the energy and atmosphere of the world in the play should stimulate the audience’s senses from the moment they step foot into the theater. The audience should be jostled (gently) and engaged by theatre, not patronized or preached to. By creating these highly interactive experiences they become a more captivated audience.
- 10. BE *Passionate*.** Most importantly, every production I direct must be infused with passion. Be passionate about the story, the characters, the message. Passionate about the experience for the actors, crew and audience. Passionate about the vision, the process and the art.

*Andrea Bertola is a theatrical director based in New York City. Production credits include: MCC Theater, HERE Arts Center, Comix Comedy Club, Comedy Central and the Palm Beach Film Festival. Andrea is on the board of directors for "viBe Theater Experience" and is a member of Phi Lambda Theta (the most selective national honor society of educators). Andrea has taught/directed students of all ages across the Tri-State area, most notably at the prestigious Lee Strasberg Theatre and Film Institute working with the Young Actors Program. Andrea received a Masters Degree in Educational Theatre from New York University, has a Bachelor of Fine Arts in Theatre from Adelphi University and studied in London at the London Dramatic Academy. In 2010, Andrea was proud to be awarded a New York University Certificate of Distinction at Radio City Music Hall. This honor recognizes outstanding academic achievements, leadership and service to the New York University Community. She lives in Manhattan where she works as a freelance website designer. She is a lover of style, stories and life.*