

## Woolly Mammoth 11-12 Artistic Goals

Open goals

1. Hypothesis: The fully realized “Expiration Date” theme running throughout the season will help artists and audience connect with individual productions and keep elements of dialog alive between productions.

Supporting tactics:

- Incorporate the theme in all Woolly activities, audience facing and internal
- Document the effects and effectiveness of the theme
- Determine whether a similar strong theme should be used for future seasons

2. Hypothesis: Establishing a shared sense of purpose among all artists involved in each production will deepen artist and therefore audience engagement with each production.

Supporting tactics:

Execute the reinvigorated company plan and leverage company members on artistic teams to act as leaders toward shared purpose

Incorporate one company member, Sarah Marshall, in all production meetings for the entire season to improve understanding and information flow between the company and the staff

Invest in company building through careful recruiting, regular meetings, and an artistic retreat

Invent and document specific process elements that tend to form and reinforce shared sense of purpose

3. Hypothesis: Howard has learned things during his European festival participation that will strengthen Woolly’s work, and particularly his direction of *Civilization*.

Supporting tactics:

- Experiment with and document the value of the director supplying a distinctive lens through which to create and experience the production

- Create *Civilization* as an event to experience more than a story to follow, bringing all artists and audiences along in an appreciative way
- Demonstrate to the Washington theatre community that Woolly is bringing value from elsewhere in the world to DC

4. Make *Mr. Burns* a fully Woolly production even with a number of artists without prior Woolly experience already attached to the project

Supporting tactics:

- Leverage progress on previous goals to bring those new to Woolly into the process
- Invent and document approaches for respecting process strengths artists bring with them while constructively incorporating Woolly process ingredients
- Involve visiting artists in connectivity planning to the greatest extent their interests and time permit