



**BRUCE ROBINSON**

Founder/Executive Artistic Director

# *FreshVisions Youth Theatre Company*

"...Where a Powerful Product Meets a Powerful Purpose..."

## **FRESHVISIONS QUICK INFO SHEET**

**Our Mission: The transformation of African American youth from 6-17 through the theatrical and performing arts.**

**Our Slogan: "...Where a Powerful Product Meets a Powerful Purpose"**

**Our Calling: "Excelsior!"—Latin for "ever higher."**

FreshVisions Youth Theatre has been presenting, quality, theater presented by youth for the past 22 years. For 14 of these years, it has done this in its previous incarnation as the Mitchell-Robinson Youth Theatre and for the past 7 as its offshoot, FreshVisions. We both train our children and youth and present a full season of shows and performances with them at our theatre based in the lower Germantown section of Philadelphia.

As our slogan proclaims, our product is, indeed, powerful and skilled. We train, mentor and coach our kids to an amazing professional achievement wherein they reach a high artistic standard in terms of the caliber of their skills, discipline and dedication. We are truly the Philadelphia Boy's Choir of theater in the quality of our work. Our social purpose is equally as powerful in that we don't screen or audition, we TRAIN. We work with kids that have often been underestimated in their abilities and capacities. FreshVisions identifies these abilities—even if well-hidden, at first—and gives our kids the tools, training, mentoring, and time for these abilities to blossom in breath-taking ways.

FreshVisions' youth performance and training season runs from September to June. In July and August we have our "Adult Series" production which features grown up graduates of the company, in addition to other local adult acting talent.

### **Brief Biography of FreshVisions Founder/Executive Artistic Director Bruce Robinson**

BRUCE ROBINSON is a Barrymore award winning (1998 for theater education and community service) theater artist. For nearly 35 years he has functioned as an actor, writer, director, producer and acting/theater teacher. Bruce was the co-founder and executive artistic director of the Mitchell-Robinson Youth Theatre for 14 years where he was the lead drama teacher and director of both youth and adult productions. He now serves as the founder and executive artistic director of Mitchell-Robinson's successor theatre, FreshVisions Youth Theatre. Bruce is also entering his sixth season as a resident director for the Emmy award-winning Hatfield MA theatre company, FoodPlay. Additionally, Bruce was a Founding Actor of InterAct Theatre Company, as well as having been InterAct's Associate Education Director for educational outreach for 19 years. He is currently a guest teaching artist for the Wilma Theater.

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