

LAUNCHPAD 3.0

A “MADE IN ATLANTA” FESTIVAL

JULY 2027

In 1977, Theatrical Outfit was founded by nine young Atlanta theatre artists who wanted to shake things up and launch some electric new energy into the theatre scene. To continue the tradition, we launched a new festival to re-capture that energy, and launch a new generation of touring work that can light up stages in Atlanta, across Georgia, across the nation, or across the globe.

The American Theatre ecosystem is at a turning point post-pandemic. We need fresh new ideas. New energy. New performances that can shake up the theatre making model, and offer audiences something exciting and raw.

Something that demands them to pull their asses from their couches and streaming services and interact with other human beings in an electric live performance space.

Our first iteration of LAUNCHPAD (2024-2025) far exceeded our expectations! Four brand new works by Atlanta artists played to sold out audiences and introduced a new demographic of theatre goers to the groundbreaking work we do at Theatrical Outfit.

Many of the original shows have since been slated for further development as well as full productions locally, internationally, at universities and productions in non-traditional performance spaces. We are excited to offer this opportunity to our community *again* for our 2026-2027 season!

See Below For:

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HOW DOES IT WORK? We are providing four artists with a stipend, free rehearsal space, production and marketing support, and four guaranteed performances at Theatrical Outfit. We provide a simple, minimalist set, and a rep lighting and sound plot. The artist puts together their own creative team and their own timeline to make it happen.

WHAT DO WE WANT? We want exciting new plays that are ready to tour! This means maximum creativity, and minimal set and props. We want to unleash the raw energy of storytelling, and invite artists to use their physicality, vocal ability, and writing skills to light up the stage. We are open to any story, in any language, in any genre, by artists of any age, and only ask for two things: that the key artist is part of the diverse creative ecosystem of Atlanta, and that it's a world premiere show. Got a new solo musical? Pitch it to us! Got a story about your own life experience? Pitch it to us! Got a hip hop break dance epic? Pitch it to us!

We are thinking of amazing small scale solo shows like *Fleabag* by Phoebe Waller Bridge, *Freak* by John Leguizamo, *Remember This* by Derek Goldman, *Lackawanna Blues* by Ruben Santiago Hudson, *White Rabbit*, *Red Rabbit* by Nassim Someimanpour, *Chewing Gum Dreams* by Michaela Coel or even more traditional "two-person" plays like Suzan-Lori Parks' *Topdog/Underdog* Sam Shepard's *True West*. What fresh story do you have to tell?

WHY LAUNCHPAD? The primary artist will be the producer of the show, and will have the rights to perform it anywhere, at any time, on their own terms. We want this festival to launch performances of these plays in all manner of venues, from theatres, to bars, living rooms, community centers, schools - anywhere that there is an appetite for fresh new stories. Take it on a tour of schools in Atlanta! Take it to the Edinburgh Fringe Festival! Take it to New York and Chicago! For 1 night or 100, after the LAUNCHPAD festival at TO, you set all the terms for the future life of the piece.

WHAT IS THE PROCESS? We will invite four artists to participate, and will build a tight development process based around their specific needs. We will have space available immediately to start working in residence at TO, and can provide artistic support from Addae Moon and Matt Torney, as well as producing and marketing support from the rest of the TO team. You will work on your own terms to make the piece, and will have 4 guaranteed performances in **July of 2027** during the Festival. You will walk away with a new piece that you own and control, marketing images, producing mentorship about touring, and networking support as we help you make connections locally and nationally.

I WANT TO TAKE PART. WHAT DO I DO? Any interested artist can pitch their idea or send a one-page synopsis directly to our Associate Artistic Director, Addae Moon (launchpad@theatricaloutfit.org) be sure to write "LAUNCHPAD" in the subject line. **DEADLINE is September 30, 2026.** Artists will be notified by **October 31, 2026.** If your concept isn't chosen this year we encourage you to apply again.

PRODUCING DETAILS:

These pieces need to be light, tight, and mobile, so we have created some limits around the scale of each production. Here are the production details:

- Individual artists or teams can pitch ideas.
- Existing scripts will absolutely be considered, as long as there hasn't been an official World Premiere.
- One and two person shows are strongly encouraged.
- We are open to all styles, and encourage physical and spoken word pieces to submit, as well as works that aren't in English.
- Each Artist/Team will be paid a total stipend of \$3,000 which you can spend how you see fit.
- Additional funds can be raised by the artist/team.
- Any box office revenue over \$3,000 will be split 50/50.
- We will provide free rehearsal space in either our rehearsal hall, playwrights lab, or conference room (balanced around rehearsals for our mainstage shows).
- We will hire a festival stage manager for tech and the run.
- Monthly development check-ins with each artist as well as full production meetings with all of the artists as we move closer to the Festival time.
- We will provide a "launchpad" set, which will consist of a 20'x16' playing space. Minimalism is the game.
- We ask that all other prop elements fit into a bankers box or plastic tote that can be carried by one person (and can travel easily).
- You can add ONE furniture piece that you provide, that should be light enough to be carried by one person (a bench, small desk, armchair etc.).
- We will have a rep lighting plot with a warm look, a cool look, front/back/side light, and some specials.
- You can have up to 30 lighting cues, and up to 20 sound cues to keep tech needs tight and flexible.
- Other technical elements need to be onstage and operated by the performer.
- Marketing support will focus on the whole festival, and will include a poster design for your show, social media support, and several e-blasts. We hope that you will take some leadership on marketing the show using your own channels.
- We will pursue local and national press opportunities!

TIMELINE:

August 12th, 2026 - 3.0 submissions open.

September 30th, 2026 - 3.0 submissions deadline.

October 22nd, 2026 - finalists chosen, interviews set for following week.

October 31st, 2026 - final pieces chosen and artists are notified.

November 16th, 2026, 5pm - *IN-PERSON* kickoff meeting at TO to set goals and deadlines together, and design a process. Draft, Production, and Marketing deadlines will be shared at this time.

November 30th, 2026 - *final title, playwright credits, blurb, and poster image due.*

November 2027 - May 2027 - writing and development time! We will have monthly check-ins with our Artistic and Production teams beginning **January 2027**. LAUNCHPAD teams will be able to reserve the Playwright's Lab, lobby or any other available space in the theatre for rehearsals and development readings. Yes it's a short timeline - and yes it's enough time to write a new show! What are you waiting for?

January 1st, 2027 - Public Announcement (it is on this day that you can officially share that you are a part of the festival - there is to be no posting prior). *First draft due.*

February 9th, 2027, 4pm - *IN-PERSON* meeting. *Final Marketing and Design Plan due. Second draft due.*

March 16th and 18th, 2027, 2pm & 5pm - *Third draft due. IN-PERSON* read-thru (with Notes and Feedback session).

April 16th, 2027 - *Fourth draft due (with notes incorporated). Final Performance Script.*

May 1st, 2027 - *Playbill Submissions Due (Creative Teams, Cast List, and Bios).*

June 2027 - Production Month - we will have all of our rehearsal spaces held for the whole month for the festival, with bi weekly production meetings. We will also schedule design runs for the TO team to talk about cues etc.

June 22nd and 24th, 2027, 2pm and 5pm - *IN-PERSON* Designer runs and frozen script.

July 2027 - 3.0 will be LAUNCHED. Each piece will get four performances over a two week period, and we will invite everyone to come. One weekend will be “Producers Weekend” where we perform all four shows in two days so we can invite folks who might want to program them.