



# THE (R)EVOLUTION OF STEVE JOBS

## MARKETING GUIDELINES

**LANGUAGE:** Descriptions of The (R)evolution of Steve Jobs should mention the newness of its electronic score, the non-traditional narrative, and its Grammy Award. When describing the work, adjectives like the following have succeeded at driving audience to the box office: new, revolutionary, innovative, ground-breaking fresh, propulsive, dynamic, melodic, humorous.

Here are some examples of descriptions incorporating some of those words:

As innovative, exciting, and mercurial as its subject matter, The (R)evolution of Steve Jobs was an instant hit when it premiered at The Santa Fe Opera in 2017. The demand for tickets was so high that extra performances for the Grammy Award winner had to be added to its schedule. In subsequent productions, audiences continue to be thrilled by Mason Bates' propulsive, kinetic electronic score, moved by Mark Campbell's witty, ground-breaking narrative and wowed by the opera's performances and visual production.

Everything about The (R)evolution of Steve Jobs is new: the opera's exhilarating, electronic score, its memory-driven narrative, its dazzling production. The opera received a Grammy Award and continues to be popular with audiences since its premiere at the Santa Fe Opera and is being produced by so many companies in North America.

The (R)evolution of Steve Jobs is unlike any other opera you've ever seen. The Grammy Award winner was an instant hit when it exploded on the stage at Santa Fe Opera and has since thrilled and inspired audiences around the country. Mason Bates' kinetic score, Mark Campbell's innovative narrative and a dazzling production create the perfect way to explore the life and times of one of the leading figures of our generation.

### **Press Quotes - Original Production.**

"Theatrically arresting and new." — *The Wall Street Journal*

"A triumph." — *The Washington Post*

"The opera...draws you in at every opportunity ... the audience roared its approval as if it had witnessed a blockbuster musical." — *Financial Times*


### **Press Quotes - New Production.**

"A magnificent, wondrous opera." — *The Atlanta Journal-Constitution*

"To say the audience greeted the work joyfully would be an understatement." — *Broadway World*

"Crucial to the opera's success was Bates' pulsating, propulsive music, combined with a bit of jazz and a fully romantic payoff." — *Austin American-Statesman*

"Bates' technological innovations couldn't be put to a better use than in an opera about the ultimate technological innovator." — *The Kansas City Star*





**VISUALS:** Videos and photos from the production demystify the story and show audiences what they will be seeing. Because the opera does not offer an impersonation of its title character, but instead an interpretation of his life, actual photographs and logos are discouraged, while treatments of both are encouraged.

**LEGAL:** *The (R)evolution of Steve Jobs* is inspired by the life and creative spirit of Steve Jobs and does not purport to depict actual events as they occurred or statements, beliefs or opinions of the persons depicted. It has not been authorized or endorsed by Apple Inc., the Estate or Family of Steve Jobs or by any persons depicted therein. Please refrain from using the Apple logo in any materials.

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