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La MaMa ETC presents
An Electric Black Experience

CELLPHONES

A New Rock Musical

The Only Show In Town Where They Ask You To Turn Your Cellphone ON!

Written & Directed by William Electric Black

Music by William Electric Black and Joel Diamond

Choreography by Matt Williams

Performances Begin Thursday, January 27th

At La MaMa ETC, The Annex Theatre (74A East 4th Street)

December 16, 2004

La MaMa ETC will present the world premiere of the original rock musical *CELLPHONES*, written and directed by William Electric Black. Performances will be at The Annex Theatre (74A East 4th Street), and will begin on Thursday, January 27th, continuing through Sunday, February 13th.

CELLPHONES is set in the present. With the war in Iraq continuing, and threats by terrorists keeping America on orange alert, the Department of Homeland Security is the only place that's offering a decent job. A new recruiting booth is about to open up at 8am, Monday, in Central Park. The night before the booth opens, eleven strangers gather and wait for the booth to open. While they wait, they rock out about timely topics such as-- Enron, teenage white girls, pornography, the Internet, rap culture, fast foods, Michael Jackson, gay marriage, soccer moms, Starbucks, Korean Americans, Michael Moore, the war in Iraq, gun control, weapons of mass destruction, and of course--cellphones. The original rock score was written by William Electric Black and Joel Diamond; Mr. Black will also direct.

When audience members arrive at the theater, they will be asked for their cellphone numbers. If they provide them, a select few will receive a call during the performance - live from the stage. (Of course, they will have to put the phone on vibrate.) Everyone else, however, has to turn their phones off.

William Electric Black, a.k.a. Ian Ellis James, is a 7-time Emmy Award winning writer for his work on Sesame Street. His theater projects have been seen in Boston, Chicago, New York, and Los Angeles. For the past five seasons he has been directing, writing, and producing rock musicals at La MaMa ETC. In television, he has received a Bronze Apple Award for directing and recently received a grant from the NIEHS to produce his own animated children's TV show on health & fitness. TV credits include Nickelodeon, Lancit Media, Scholastic Productions, Warner Cable TV, Voodoo Ent. (Vancouver), and Winchester TV & Film (London). Mr. Black is presently writing a children's book and producing songs for pop/R&B singer Leigh.

The co-composer for *CELLPHONES* is Joel Diamond, who composed the score for the film "The Believer" (winner of the Feature Film Competition for Drama at Sundance 2001). Diamond has also produced the scores for Todd Solondz's "Welcome To The Dollhouse" (Sony Pictures and Polygram Records) and David Mamet's "Oleanna" (Hallmark). Mr. Diamond's stage work includes writing scores for five Theater For The New City Productions. The choreographer will be Matt Williams, who recently choreographed giant piano dances for the grand re-opening of the FAO Schwarz toy stores in Las Vegas and New York. Matt was also one of six choreographers selected to present new choreography in the Society of Stage Directors and Choreographers Foundation (SDCF) annual Broadway showcase, Dancebreak.

CELLPHONES will begin performances on Thursday, January 27th and will continue through Sunday, February 13th. Performances will be Thursdays through Saturdays at 7:30pm, and Sundays at 2:30pm and 7:30pm. Tickets are \$20 and may be purchased by calling the La MaMa box office at (212)475-7710, or online at www.lamama.org. Photos will be available for download at www.brettsinger.com/clients/cellphones.html.

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An Electric Black Experience presented by La MaMa ETC

The Annex Theatre, 74A East 4th Street, between 2nd and the Bowery

Previews Begin on Thursday, January 27th

Through Sunday, February 13th

SCHEDULE: Thursdays through Saturdays at 7:30pm, Sundays at 2:30pm and 7:30pm

TICKETS: \$20.00; Call (212)475-7710 or visit www.lamama.org

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