

August 24 – October 14, 2012

GUTENBERG! THE MUSICAL!



Written by Scott Brown & Anthony King
Original Music Direction & Arrangements by T.O. Sterrett

BUD

DOUG



Gutenberg! The Musical!

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**Milwaukee Repertory
Theater**
108 E. Wells Street
Milwaukee, WI • 53202

MILWAUKEE REPERTORY THEATER
presents

GUTENBERG! THE MUSICAL!



Written by Scott Brown & Anthony King
Original Music Direction & Arrangements by T.O. Sterrett
Directed by Laura Gordon
August 24 – October 14, 2012
Stackner Cabaret



MARK'S TAKE:

"Anyone who likes the zany humor of *Monty Python* will love this show about two guys pitching an incredibly ludicrous, over-the-top musical filled with 16 ridiculous songs. It's been on my list of pieces to produce for a while, and now is the right time. It's a festival of silliness, laughter, and joy – come and enjoy!"

-Mark Clements, Artistic Director

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SYNOPSIS Contains Spoilers

Bud Davenport and Doug Simon, along with their piano player, Paul, have written what they believe to be the greatest musical ever. Though they have never written a musical before, they are certain that *Gutenberg! The Musical!* is the next Broadway hit.

In front of a group of producers, Bud and Doug sell their show, playing all of the characters and using more than twenty labeled hats to distinguish between them. At the end of the play, Bud and Doug's dreams come true when the Broadway producer gives them a contract to produce their play!



An early printing press.

THE PLAY-WITHIN-THE-PLAY

As the prologue begins, a doctor examines a baby who has recently died, because the father, "Friend of Gutenberg," is illiterate and gave the baby jellybeans instead of medicine. When Scene One begins, we learn that Gutenberg is a wine presser, and that his small town of Schlimmer, Germany is almost entirely illiterate.

Scene 2, takes place in Gutenberg's wine press shop, where Gutenberg's assistant, Helvetica Gummistiefel, is stomping grapes. In a love ballad, Helvetica reveals her passionate feelings for Gutenberg.

Monk, along with his henchman Young Monk (and his cat, Satan), attempts to keep the people of Schlimmer from learning to read so that he can maintain control of the town.

Gutenberg decides to improve the lives of the citizens of Schlimmer by transforming his wine press into a new invention, a printing press. The town of Schlimmer is buzzing with news about Gutenberg. Monk goes to Gutenberg's shop to find out about the invention. He discovers Helvetica there, who tells him the invention is the printing press. Monk thinks that, if people learn to read, they will have too much power and convinces Helvetica to destroy the press.

The next scene takes place in the local bar. Helvetica enters and tries to confess to Gutenberg, but before she can, he asks her to marry him and she runs off in tears.



A replica of the Gutenberg Press.

Helvetica runs to Monk's church. When she arrives, Young Monk imprisons her. Gutenberg shows up and tells Monk that he wants to print the Bible for everyone to read. Monk tries to convince Gutenberg to become a monk, so that the two of them can grow and share Monk's power. Gutenberg, who has no idea that the press has been destroyed, refuses Monk's offer and leaves. In the tower, Helvetica debates whether or not she should kill herself for destroying the press and her relationship with Gutenberg.

With Helvetica still trapped in the tower, Gutenberg prepares to present his press at a town festival. He still does not know it is destroyed. When he reveals the broken press, Monk urges the crowd to turn on Gutenberg and burn him alive. Gutenberg dies at the stake and the play ends.

WHAT BUD AND DOUG SHOULD HAVE KNOWN ABOUT JOHANNES GUTENBERG

What we know about Johannes Gutenberg comes from church and legal records, letters, word of mouth, and legend. Johannes Gutenberg was born sometime around 1398 in Mainz, Germany, into one of the city's aristocratic families. His father produced coins for a local bishop, and trained Gutenberg in goldsmithing. In 1411, an uprising against the local patriarchs forced the family to flee to Eltville am Rhein, where his mother owned an estate.



Johannes Gutenberg



Gutenberg's Press

We know that at some point before 1418, Gutenberg moved to Strasburg, where he probably had family connections, and he enrolled in the University of Erfurt. There is nothing known about his life for the next 16 years until 1434, when a letter by him indicates that he lived in Strasburg. In 1439, Gutenberg made reflective metal mirrors to capture holy light from religious relics, with the hope of selling them to pilgrims. Sales were slow, and when his investors asked where their investments went, he revealed he had a “secret”. This secret was likely the idea of movable type. No one knows how he came up with the idea, but a legend says that the idea came to him as a ray of light.

Gutenberg is said to have perfected movable type in 1440, but it was probably not until 1450 that he operated the first press. It was then that he received a loan from banker Johann Fust to open a workshop and to build another press. By 1452, work commenced on the now iconic 42-line Bible.

In 1456, Fust sued Gutenberg for “misuse of funds” and won. The court awarded Gutenberg’s workshop to Fust, along with half of the Bibles that Gutenberg had printed.

Gutenberg died in 1468, and was buried at the Franciscan church in Mainz, his contributions unknown to the rest of the world and himself unaware of his massive contribution to history. The church and cemetery where he was buried have since been destroyed, and Gutenberg’s grave remains lost. It was not until 1504 that Professor Ivo Wittig referenced him in a book as the man who invented typography. In 1567, a portrait of him appeared in a book of famous Germans.

For more on Gutenberg go to www.MilwaukeeRep.com/season/gutenberg.html



The typeface used by Gutenberg.

ABOUT GUTENBERG! THE MUSICAL!

THE CREATORS



Scott Brown is a writer, critic, and performer. His work has appeared in *Wired* (for which he is a monthly columnist), *Entertainment Weekly*, *GQ*, *New York*, and *Time*, among other outlets. He has appeared at The Upright Citizens Brigade Theater. With Anthony King, he has developed pilots for CBS and A&E.



Anthony King is a writer, director, performer, and the Artistic Director of the Upright Citizens Brigade Theater in New York City. As an actor, Anthony has been featured on MTV's *Human Giant*, Comedy Central's *Tough Crowd With Colin Quinn*, and in the feature film, *Mystery Team*. Anthony's regional and NYC directing credits include *1940s Radio Hour*, *Joseph And The Amazing Technicolor Dreamcoat*, *Mister* (starring Anthony Rapp), *A Chorus Line*, and many others. Other notable directing credits: *The Patriots* (HBO Aspen Comedy Festival); *Aziz Ansari Punched A Wall*, *Who's your Daddy?* (Edinburgh Fringe Festival), *God's Pottery* (Edinburgh Fringe Festival, "Best Newcomers"); *Listen Kid* (NY Music Theatre Festival), and more.

THE CHARACTERS



Bud Davenport (Eric Damon Smith)

Bud is a 33-year-old single guy who loves to make music. He wrote all the songs for the musical, and is incredibly proud of his work.



Doug Simon (Gerard Neugent)

Doug is a 34-year-old who lives in a studio apartment above a pet store. He wrote the script and thinks that Bud, his best friend, is a genius. Doug is a barista at Starbucks, and regularly gets very excited.



Paul (Paul Helm)

Paul is the Piano Player, who accompanies the entire show.

THE CHARACTERS OF THE PLAY WITHIN-THE-PLAY

Doctor
Friend of Gutenberg
Gutenberg
Woman
Daughter
Drunk #1
Drunk #2
Bootblack
Anti-Semitic Flower Girl
Beef Fat Trimmer
Helvetica
Monk
Young Monk
Old Black Narrator
Another Woman
Rats
And more!

PRODUCTION HISTORY

ORIGINS

Gutenberg! The Musical! was originally workshopped at the Upright Citizens Brigade Theatre in New York and the 2005 New York Musical Theatre Festival. The Workshop starred the authors, Scott Brown and Anthony King.

FIRST FULL PRODUCTION

The full two-act version of the show premiered at The Jermyn Street Theatre in London in January, 2006. The production featured Scott Brown and Anthony King with Music Direction and Accompaniment by Michael Roulston.



Chris Fitzgerald and Jeremy Shamos in the 2006 New York Musical Theatre Festival.

NEW YORK MUSICAL THEATRE FESTIVAL

In September 2006, Chris Fitzgerald and Jeremy Shamos played the roles of Bud and Doug at the 2006 New York Musical Theatre Festival. That production was directed by Dave Mowers and Music Directed and Accompanied by Matt Castle. It won awards for “Best Book” and “Best Performance”.

OFF-BROADWAY

The November 2006 Off-Broadway production was directed by Alex Timbers with Music Direction and Accompaniment by T.O. Sterrett. It played at 59E59 Theaters before moving to a six-month run at the Actor’s Playhouse. That production was nominated for Best Musical at both the Lortel and Outer Critic’s Circle Awards, and was nominated for Best Book and Best Director of a Musical at the Drama Desk Awards.

REGIONAL & INTERNATIONAL PRODUCTIONS

From the Fall of 2007 to the Spring of 2008, the Tampere Comedy Theatre in Tampere, Finland, produced the show after translating it into Finnish.

The June, 2008, Chicago production at the Royal George Theater was directed by Alex Timbers with music direction and accompaniment by T.O. Sterrett. The production starred Breon Bliss and Alex Goodrich.



David Harris and James Millar in the Sydney, Australia production.

In February, 2009, the show made its Australian debut at the Seymour Centre in Sydney, Australia. Produced and directed by Neil Gooding, it starred David Harris and James Millar.

In September, 2012, the show will be translated into Korean and performed in South Korea, produced by Shownote Ltd.

Milwaukee Repertory Theater’s production opens August 24, 2012, in the Stackner Cabaret.

VISITING THE REP



Milwaukee Repertory Theater.

Milwaukee Repertory Theater's Patty and Jay Baker Theater Complex is located in the Milwaukee Center, downtown at the corner of Wells and Water Streets. The building was formerly the home of the Electric Railway and Light Company. The Ticket Office is to the left upon entering the Wells Street doors. The Stackner Cabaret is located on the second level, and can be accessed via the escalator or elevator.

THEATER ETIQUETTE

Attending the theater will be a positive experience for everyone if you observe a few simple courtesies:

- Turn off and put away all electronic devices prior to entering the theater.
- Taking photographs and video recording in the theater is prohibited.
- Do not place your feet on the seat in front of you.
- The actors onstage can see and hear the audience just as well as the audience can see and hear them. Please refrain from talking or moving around during the performance as it can be distracting to the actors, as well as to other audience members.
- Feel free to respond to the action of the play through appropriate laughter and applause. The actors enjoy this type of communication from the audience!
- Have fun! Attending theater should be an enjoyable experience.

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MILWAUKEE REP EDUCATION DEPARTMENT

The Education Department offers backstage tours, pre- and post-show workshops, and classroom residencies.

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