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September 12, 2019

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Boston University Announces Broadway Partnership

Metropolitan College Arts Administration Program Offers New Certificate Program

Today, Boston University's Metropolitan College (MET) announced a partnership with Nederlander Worldwide Entertainment that will bring Broadway to BU. Taught by leading producers and practitioners from the Broadway theater world, BU's new Graduate Certificate in Performing Arts Enterprise will provide students with an insider's perspective on the Broadway and commercial theatrical industry. Students will learn from a group of Broadway theater veterans, including producers, general managers, a booking agent, and a marketing expert, whose collective production credits include *Wicked*, *Come From Away*, *On Your Feet*, *Fun Home*, *The 25th Annual Putnam County Spelling Bee*, *Peter and the Starcatcher*, and many other successful shows. Students in the program will undergo all stages of developing and marketing a commercial performing arts property—from identifying a promising concept, structuring a production company, and securing investors, to developing the work and securing its long-term returns. Classes at BU will be supplemented with site visits to New York where students will engage with leading figures in the Broadway entertainment industry. To complete the program, students will undertake an intensive internship with a commercial performing arts enterprise in the US or abroad.

The program is a collaboration between one of the country's most established Arts Administration programs and one of Broadway's leading families. Nederlander Worldwide Entertainment is part of the Nederlander family of companies, founded by third-generation member Robert Nederlander, Jr. Since 1912 the family has developed an extensive network of performing arts venues on Broadway, throughout the US, and abroad. Nederlander Worldwide Entertainment manages theaters and presents Broadway productions in emerging international markets, produces international productions for Broadway, and undertakes cultural education initiatives. The company worked with Metropolitan College's long-running Arts Administration program to

design the program, engage instructors, and arrange for opportunities for site visits and internships.

According to Metropolitan College Dean Tanya Zlateva, “This new collaboration opens up exciting opportunities for our students to engage with one of the most vibrant sectors of the arts, and builds upon our longstanding commitment to cultivating successful arts managers.”

Robert Nederlander, Jr. notes, “We’re so pleased to be working with BU on this new venture, which will allow our industry’s most creative practitioners to transmit their extensive knowledge and practical experience to a new generation of leaders.”

Learn more about the Graduate Certificate in Performing Arts Enterprise at bu.edu/met/programs/graduate/performing-arts-enterprise-certificate.

Nederlander Worldwide Entertainment

Founded in 2000, Nederlander Worldwide Entertainment (NWE) is part of the Nederlander family of companies which has been a leader in the live entertainment industry for 107 years. NWE is focused on the expansion of the Broadway and Nederlander entertainment brands into new and emerging markets globally. Today, NWE develops, manages, and operates theatres worldwide including the upcoming 2,000-seat SIIC Broadway Theatre in Shanghai; produces Broadway and related shows in domestic and international markets, such as the Broadway-bound musical *Shimmer*; and undertakes cultural and education initiatives, such as *The Cultural Trade & Industry Exchange Program*, established in conjunction with China’s Ministry of Culture. To learn more, visit nederlanderworld.com.

Boston University Metropolitan College

Founded in 1839, Boston University is an internationally recognized institution of higher education and research. With more than 33,000 students, it is the fourth-largest private residential research university in the United States. BU consists of 17 schools and colleges, along with a number of multidisciplinary centers and institutes integral to the University’s research and teaching mission. In 2012, BU joined the Association of American Universities (AAU), a consortium of 62 leading research universities in the United States and Canada.

As one of Boston University’s 17-granting degree bodies, Metropolitan College (MET) has helped broaden the reach of BU for more than half a century, with part-time study during the evening and through innovative online and blended programs. Today, MET hosts more than 70 undergraduate and graduate degree and certificate programs, along with hundreds of individual courses that

support the academic, professional, and intellectual needs of working adults. For more information visit bu.edu/met.

Established in 1993, MET's Arts Administration program emphasizes creative problem solving, leadership, globalism, and effective use of current technologies. Committed to helping arts organizations achieve and sustain their missions in a changing world, the program underscores a deep conviction that the arts are critical to a healthy society, and that the role of arts managers is to nurture environments in which artistic excellence can thrive. Visit the program page at bu.edu/artsadmin.

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