

APOLLO

MEDIA ADVISORY

Apollo Theater Academy Presents
Cinematography – Shifting the Looking Glass
on Tuesday, April 20 and
Footprint – Design and Creativity in Sneaker Culture
on Monday, May 17

Virtual programs, part of the Theater’s Career Panels series, to stream on the Apollo’s Digital Stage

Apollo Theater Academy Applications for Summer Internships in Digital Stage Production
Now Open for NYC-Area High School

WHAT: This April and May, the world-famous Apollo Theater will present new Apollo Theater Academy Career Panels, part of the Theater’s education programs, focused on current topics in the filmmaking and fashion industries, both at no charge. Career Panels at the Apollo feature interviews and panel discussions with theater, music, and media industries.

On **Tuesday, April 20 at 7:00pm ET**, the Apollo Theater Academy Career Panel will explore the rise of new media and its uses to document the human experience with ***Cinematography – Shifting the Looking Glass***. This Career Panel will introduce participants to the ways in which cinematographers are using smartphones and other devices to share their stories today. Panelists include cinematographer **Ayana Baraka**; activist and artist **Glenn Cantave**; CEO of Lights, Camera, Diaspora! **Christian Epps**; and artist/cinematographer **Emir Fils-Aime**.

On **Monday, May 17 at 7:00pm ET**, the Apollo Theater will continue its Academy Career Panels with a celebration and exploration of the cultural, societal, and aesthetic impact of the \$60 billion-plus fashion industry behemoth: the sneaker. ***Footprint – Design and Creativity in Sneaker Culture*** will feature digital demonstrations and interactive storytelling and includes conversations with leaders from the creative and business industries, including professor and educator **Chris Edmin**; CEO of Girly Shop Foundation **Tami Gamble**, CEO of And Them **Jeffrey Alan Henderson**; fashion designer **Ashlee**

Muhammad, and journalist **Natalie Hernandez**. Presented by Apollo Theater Education, Harlem 2020, and GoodThin.gs.

In addition to the above programs, the Education team will also launch applications for the Apollo Theater Academy's virtual Summer Internship Program on **Friday, April 16**, providing high school students with opportunities for professional and personal development as they explore careers in technical theater and digital production. Every student accepted into the 2021 Summer Internship Program will be paid and provided with the equipment and supplies necessary to participate fully. Interns will learn about the impact of digital media on live and recorded productions and what goes into creating virtual events at the Apollo Theater. Interns will be trained and assigned to work with members of the Apollo's production crew for six weeks to create virtual productions using lighting design, videography, audio engineering, set and production design. To date, the Apollo Theater has supported more than 200 high school students through its internship programming, extending the Theater's mission to offer educational opportunities to students, creating the next generation of artists on stage and behind the scenes.

WHERE: The Apollo Theater Academy's Career Panels will be available on the Apollo Digital Stage (www.apollotheater.org/digitalstage) and the Apollo's Facebook page. Following the livestream, recordings of the events will be accessible on the Apollo Digital Stage. The Apollo Theater Academy virtual Summer Internship Program application will be live at www.apollotheater.org/education/teens/ata-internship-program/.

WHEN: Tuesday, April 20 and Monday, May 17 at 7:00pm ET

ABOUT THE APOLLO THEATER

The legendary Apollo Theater—the soul of American culture—plays a vital role in cultivating emerging artists and launching legends. Since its founding, the Apollo has served as a center of innovation and a creative catalyst for Harlem, the city of New York, and the world.

With music at its core, the Apollo's programming extends to dance, theater, spoken word, and more. This includes the world premiere of the theatrical adaptation of Ta-Nehisi Coates's *Between the World and Me* and the New York premiere of the opera *We Shall Not Be Moved*; special programs such as the blockbuster concert *Bruno Mars Live at the Apollo*; *100: The Apollo Celebrates Ella*; and the annual *Africa Now! Festival*. The non-profit Apollo Theater is a performing arts presenter, commissioner, and collaborator that also produces festivals, large-scale dance and musical works organized around a set of core initiatives that celebrate and extend the Apollo's legacy through a contemporary lens, including the *Women of the World (WOW) Festival* as well as other multidisciplinary collaborations with partner organizations.

Since introducing the first *Amateur Night* contests in 1934, the Apollo Theater has served as a testing ground for new artists working across a variety of art forms and has ushered in the emergence of many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Among the countless legendary performers who launched their careers at the Apollo are Ella Fitzgerald, Sarah Vaughan, Billie Holiday, James Brown, Stevie Wonder, Gladys Knight, Luther Vandross, H.E.R., D'Angelo, Lauryn Hill,

Machine Gun Kelly and Miri Ben Ari; and the Apollo's forward-looking artistic vision continues to build on this legacy. For more information about the Apollo, visit www.ApolloTheater.org.

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