

Media Contact : Natalie Genter-Gilmore  
Marketing and Communications Manager, Profile Theatre  
[natalie@profiletheatre.org](mailto:natalie@profiletheatre.org) 503.242.0080

## MEDIA RELEASE

### Profile Theatre Announces Search for New Artistic Director

Portland, Ore. (October 27, 2015) - Profile Theatre announces the departure of Artistic Director Adriana Baer. "It has been an honor to serve Portland and its theatre community as Artistic Director of Profile, and to transition and grow this company to where it is now. I believe that Profile is on strong footing to successfully pursue the path we have laid out for our company's continued evolution." says Baer. "While being an administrative leader has been fulfilling in many ways, I am ready to return my focus to the rehearsal room and the classroom." Baer will officially leave Profile December 31, 2015. A national search for a new artistic director is underway.

Baer joined Profile Theatre on July 1, 2012. In her tenure leading Profile, Baer oversaw significant growth of the theatre, often under challenging circumstances. "The changes we have accomplished over the last three seasons are some of the most important in an organization's lifetime," says Managing Director Matthew Jones. "We grew into a fully professional organization. We moved into our new home as a theatre in residence in the Arts Hub at Artists Repertory Theatre, and we have used the increased capacity of our new space to grow our audience by over 33%. We created a strong organizational structure and a more stable financial platform. The theatre's budget nearly doubled during Adriana's tenure. Adriana focused and reframed our vision to ensure that we will remain a culturally relevant and vibrant theatre, ready and able to adapt to our growing and changing community."

The past three years have also seen significant growth in Profile's education and audience engagement programs. "This has been an exciting time at Profile," says Director of Education and Community Engagement Lauren Hanover. "Over the past three years, we launched our Inside Out education programs and our In Dialogue community engagement programs. Through In Dialogue, our vibrant and ever-changing series of lectures, musical performances, panel discussions, community events, staged readings and more - all in conversation with the work of our featured playwright - anyone who engages with Profile can expand their experience of our work beyond the bounds of what is onstage."

"I am so proud of the growth of our education and engagement programs," says Baer, "especially the Inside Out School Tour which we launched in the 2012-2013 season. Through that program, Profile

brings free professional theatre productions to more than a dozen high schools and community centers in our community.”

“As a Board, we couldn’t be happier with the results of Adriana’s hard work and vision for Profile,” says Board Chair Steve Young. “Adriana and Matthew have been a powerful, productive leadership team. Profile has never been in better shape, with a multi-year strategic plan, a strong staff and growing audience. Though we will miss working with Adriana, we have formed a search committee and will conduct an extensive national search for a new Artistic Director to lead the company through the next phase of its growth.”

“Profile Theatre is truly unique both in our community and nationally. I deeply believe in its mission and vision and in the wonderful staff and artists that work to bring the art to life,” says Baer. She will remain involved with Profile as a consultant, helping to establish the company’s new play commissioning program. “I am thrilled to have the opportunity to continue my engagement with Profile Theatre through this important project,” she says. Profile plans to roll out this new program as part of their 20th Anniversary Season in 2017. She will continue to reside in Portland and work as a freelance director and theatre instructor.

### **About Profile Theatre**

Profile Theatre’s mission is to produce a season of plays devoted to a single playwright, engaging with our community to explore that writer’s vision and influence on theatre and the world at large. Founded in 1997, Profile is nationally-recognized for deeply exploring a writer’s work through productions of exemplary artistic merit and quality.

**Profile Theatre's 2015 Season is supported in part by** The Regional Arts and Culture Council, The Oregon Arts Commission, The Meyer Memorial Trust, The James F. & Marion L. Miller Foundation, The Collins Foundation, The Kinsman Foundation, The Shubert Foundation, The Herbert A. Templeton Foundation, The Autzen Foundation, and The PGE Foundation.

###