

**MEDIA ADVISORY**

9.16.04

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**Introducing Wall Street to Broadway:  
A Venture Capital Approach to Financing Theatrical Production**

Wall Street, one of the world's greatest financial centers, has no financial product for investing in Broadway, one of the world's greatest theatrical centers. On Sept. 20, a panel of business and theater leaders will explore whether a Wall Street approach to commercial-theater financing would appeal to the business community as a rational investment opportunity. The seminar will begin with Dr. Robert Silman, a British scientist recently turned theater producer, presenting the case for applying the venture capital model to the business of theater. The panel will evaluate Dr. Silman's approach along with other new ways to fund theatrical production. This event is co-presented by the Theatre Division of the Columbia University School of the Arts and the Media Management Association of Columbia Business School.

**Time:** 3:15 p.m. – 5 p.m.

**Date:** Monday, September 20

**Location:** Room 142, Uris Hall, Columbia University (enter at either 116<sup>th</sup> St. and Broadway or 116<sup>th</sup> St. and Amsterdam Ave.)

**Moderator:**

**Steven Chaikelson**, *president of Snug Harbor Productions, Inc., a theatrical general management firm, and chair of the Theatre Division of Columbia's School of the Arts.*

**Speakers:**

**Dr. Robert Silman**, *neurobiologist whose many achievements include producing for the Edinburgh Fringe Festival and on the West End. This fall, he will produce Joan Rivers on tour throughout the U.K.*

**Guy L. de Chazal**, *managing director of Morgan Stanley and managing member of Morgan Stanley Venture Partners (MSVP). He also is an adjunct assistant professor for the Columbia Business School.*

**James B. Freydberg**, *longtime Broadway producer and former senior vice president for banking firm of Drexel, Harriman, Ripley, where he served as the senior officer in charge of institutional trading.*

**David Stone**, *Broadway producer of the musical Wicked and adjunct assistant professor of Theatre Management and Producing for Columbia's School of the Arts.*

**Daniel Wasser**, *partner at the law firm Franklin, Weinrib, Rudell & Vassallo whose areas of focus include theater law, publishing and the negotiation of senior executive employment contracts.*

### **Guy L. de Chazal (Panelist)**

Guy de Chazal is a managing director of Morgan Stanley and a managing member of Morgan Stanley Venture Partners (MSVP). MSVP has raised in excess of \$1 billion and focuses on later-stage opportunities in information technology and healthcare. He joined Morgan Stanley in 1986, and was the managing partner of MSVP from 1990 to 2001. He is a director of Lionbridge Technologies, Inc. (LIOX), ThruPoint, Inc. and of the National Venture Capital Association. From 1976 to 1981 de Chazal was a consultant with McKinsey & Co., and prior to joining Morgan Stanley he was vice president of Citicorp Venture Capital (1981-1985). De Chazal is also a member of the board of directors of Fountain House, a rehabilitation and housing program for the emotionally handicapped in New York and the Squam Lakes Association in New Hampshire. De Chazal is an Adjunct Assistant Professor at Columbia Business School.

### **James B. Freydberg (Panelist)**

James Freydberg's Broadway productions have received over forty-five Tony nominations and include: *Burn This*, *Bill Irwin and Friends in Largely New York*, *Song & Dance*, *I Hate Hamlet*, *Blood Knot*, 'Master Harold' ...*And The Boys*, *Baby*, *A Life*, *Big*, *Julia Sweeney's- God Said*, "Ha!", and in 1999 *Fool Moon* starring Bill Irwin, David Shiner, and The Red Clay Ramblers, in its' third Broadway run on Broadway received a special Tony award. He produced the New York Drama Critics Circle award-winning *The Road To Mecca*. He also co-produced the Outer Critics Circle and Obie award-winning, Off-Broadway musical, *Hedwig and The Angry Inch*. Other Off-Broadway productions include: *Blown Sideways Through Life* and *Kathy & Mo - Parallel Lives*. In the 2004 season, he produced the Barry Mann & Cynthia Weil musical *They Wrote That*, as well as the Obie award-winning play *The Tricky Part* by Martin Moran. He is currently developing the Mann/Weil musical *MASK*, based on the motion picture starring Cher and Eric Stolz. Mr. Freydberg produced the award-winning films, *Zooman* by Pulitzer Prize-winning writer Charles Fuller for Showtime, starring Academy Award winner Lou Gossett, Jr. and *The Trial of Bernhard Goetz* for PBS American Playhouse. He has served as an advisor to the National Endowment's Opera-Musical Theatre Development Program. He also serves on the board of governors of The League of American Theatres and Producers and is a member of The Tony Awards Administration Committee. This is Mr. Freydberg's 30th year in the theatre industry. Prior to becoming a producer, he was a Senior Vice President in the investment banking firm of Drexel, Harriman, Ripley, a member of their executive committee, and the senior officer in charge of institutional trading. He also served as senior vice president and management committee member of the international investment banking firm Schroder Inc.

### **Robert Silman (Panelist)**

Robert Silman obtained a degree in philosophy at the Sorbonne, went on to become a doctor of medicine at the Middlesex Hospital, London University, and then earned a Ph.D. in neurobiology at St. Bartholomew's Hospital, London University. He has authored scores of research publications in major scientific research journals, principally on the roles of the pituitary hormones ACTH and endorphin in human pregnancy and the pineal hormone melatonin in human reproduction. He was Senior Lecturer and Honorary Consultant at St. Bartholomew's and the Royal London School of Medicine and Dentistry, and scientific consultant for a California research and development company, created as a result of his research activities. He is currently Honorary Senior Lecturer at St. Bartholomew's and the Royal London School of Medicine and Dentistry. Along with Jean-Claude Carrière and Jean-Marie Cavada, he also presides over the *Recontres Internationales de l'Audiovisuel Scientifique*, an annual awards ceremony in Paris honoring outstanding contributions in television and film to the arts and sciences. He has produced for the Edinburgh Fringe Festival and on the West End in London. This fall he is producing Joan Rivers on tour throughout the U.K.

### **David Stone (Panelist)**

David Stone's producing credits include the current hit Broadway musical *Wicked*, as well as the recent Broadway revival of *Man of La Mancha* directed by Jonathan Kent; Eve Ensler's *The Vagina Monologues* directed by Joe Mantello; Becky Mode's *Fully Committed* directed by Nicholas Martin; *Lifegame* by the Improbable Theatre; James Naughton: *Street of Dreams* presented by Mike Nichols; Wendy Kesselman's new adaptation of *The Diary of Anne Frank* directed by James Lapine; Mary Louise Wilson's *Full Gallop* directed by Nicholas Martin; David Sedaris' *The Santaland Diaries* directed by Joe Mantello; Donald Margulies' *What's Wrong With This Picture?* directed by Joe Mantello; and Sherry Glaser's *Family Secrets*. David has lectured on theatre at the Juilliard School, NYU, Yale, and his alma mater, the University of Pennsylvania. He currently serves as an adjunct faculty member in the theatre management and producing program at Columbia University.

### **Daniel M. Wasser (Panelist)**

Daniel Wasser was admitted to the New York bar in 1980 and also is a member of the bars of New Jersey and Florida. He received his A.B. degree from Brown University, where he was a member of Phi Beta Kappa, and his law degree from New York University. Mr. Wasser's areas of focus include theater law, publishing and the negotiation of senior executive employment contracts. In addition, utilizing his corporate and securities law background, Mr. Wasser also counsels clients on corporate matters, including financings, mergers and acquisitions.

### **Steven Chaikelson (Moderator)**

Steven Chaikelson has general managed productions on and off Broadway and across the United States, including Salman Rushdie's *Midnight's Children* and George C. Wolfe's *Harlem Song* at the Apollo Theatre, the Broadway productions of *Elaine Stritch At Liberty*, *George Gershwin Alone*, *A Moon for the Misbegotten*, *The Price*, *Death of a Salesman*, *Freak*, *Fool Moon* and *Julia Sweeney's God Said Ha!*, the Off-Broadway productions of *The Normal Heart*, *The Tricky Part*, Oren Safdie's *Private Jokes*, *Public Places*, Barry Mann and Cynthia Weil in *They Wrote That*, and Jean Genet's *Elle*, adapted by and starring Alan Cumming. For Walt Disney Theatrical Productions, Steven managed *The Lion King* from its out-of-town tryout in Minneapolis through its opening on Broadway. Early in his management career, he served as Company Manager of the Broadway productions of *Big*, *Les Miserables* and *Miss Saigon*. He currently teaches a seminar in Law and Theatre at Columbia University School of Law and serves as Assistant Professor, Head of the Theatre Management & Producing Program and Chair of the Theatre Division for the Columbia University School of the Arts. He is a co-Author of *Theatre Law: Cases and Materials*, the newly-published (and only) law school textbook devoted to Theatre Law.