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The design, implementation and production process of creating a viable series of Latin shows in Hollywood, Florida

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FLORIDA INTERNATIONAL UNIVERSITY

Miami, Florida

THE DESIGN, IMPLEMENTATION AND PRODUCTION PROCESS
OF CREATING A VIABLE SERIES OF LATIN SHOWS
IN HOLLYWOOD, FLORIDA

A thesis submitted in partial fulfillment of the
requirements for the degree of

MASTER OF MUSIC

by

Cynthia Gredel Berrios

2004

To: Dean R. Bruce Dunlap
College of Arts and Sciences

This thesis, written by Cynthia Gredel Berrios, and entitled The Design, Implementation and Production Process of Creating a Viable Series of Latin Shows in Hollywood, Florida, having been approved in respect to style and intellectual content, is referred to you for judgment.

We have read this thesis and recommend that it be approved.

Mark Nerenhausen

Fredrick Kaufman

Karen Fuller, Major Professor

Date of Defense: November 24, 2004

The thesis of Cynthia Gredel Berrios is approved.

Dean R. Bruce Dunlap
College of Arts and Sciences

Dean Douglas Wartzok
University Graduate School

Florida International University, 2004

DEDICATION

I dedicate this thesis to my parents Mr. Cristobal Berrios and Mrs. Cynthia Berrios, thanks for all their support in every facet of my life. I also want to dedicate this thesis to my fiancé, Michael Calladine. Without your patience, understanding and support this work would not have been possible. Michael, you will continue to be my inspiration. We can finally be together.

ACKNOWLEDGMENTS

I would like to acknowledge Professor Karen Fuller. Thanks for your support, patience and guidance. The Performing Arts Management Program was an essential key to my successful career. A special mention to Iasmarie Rodriguez and David Kauman for helping me with the graphic and costume design aspect of this project.

ABTRACT OF THE THESIS

THE DESIGN, IMPLEMENTATION, AND PRODUCTION PROCESS OF CREATING A VIABLE SERIES OF LATIN SHOWS IN HOLLYWOOD, FLORIDA

by

Cynthia Gredel Berrios

Florida International University, 2004

Miami, Florida

Professor Karen Fuller, Major Professor

The purpose of this research was to design and implement a Series of Latin Shows to be featured at the Satine Restaurant located in The Diplomat Hotel in Hollywood, Florida.

Three shows were created: “Electro Tango,” “Bossa Nova Jazz,” and “Piel Canela Night” to help generate interest for not only the Satine Restaurant but also for the surrounding area. The artistic concept included big bands, costumes, dancers and a DJ.

A production book was created and included the most important aspects of the individual shows such as budgets, costumes, and ground plans, to assure the success of each event. Careful analysis was done for the demographic area and a marketing plan was designed and implemented.

The research and practical application of similar shows in the industry determined that the production of these particular shows, although costly, have a qualifiable chance to succeed in this venue.

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Chapter I

INTRODUCTION

This thesis presents the development and production of a series of three Latin cross-cultural shows that will be performed at Satine restaurant at the Westin Diplomat Hotel located in Hollywood, Florida. Three cultures will be explored: Argentina, Brazil, and the Latino essence. The shows respectively are: "Electro Tango," "Bossa Nova Night," and "Piel Canela."

Although each show is unique in cultural content and artistic value, the shows are quite similar with respect to production value. These performances will bring back the live essence of each country and will include big bands, dancers, costumes, and a touch of modernism utilizing DJ's to make each night an unforgettable experience. The development and success of any production requires research, development, budgeting, rehearsal, and finally a marketing plan that will not only market to the target audience but also will help offset the marketing and production cost through corporate sponsorship.

For the research of these shows, each specific countries folk music, native costumes, and dance were studied for the choreography and development of each performance. After the initial research, each show has been designed with a detailed budget that includes costumes, performers, and equipment. Rehearsal schedules were then developed, ground plans drawn up, and detailed scene reports were written to assure each night's performance. Finally, a marketing strategy that will include email blast, direct mailings, corporate liquor sponsorships and promotions which will include a VIP kickoff party that will help target and bring the involvement of key city officials in the promotion of these shows.

The City of Hollywood is achieving unprecedented growth in development over the past two years. The establishment of new hotels like The Westin Diplomat, play an important roll in city development. Located in what is considered North Miami, the City of Hollywood is in dire need of an identity to attract both tourist and local business to its economy as opposed to losing them to competing tourist- friendly alternatives such as nearby South Beach and Fort Lauderdale.

The arts and culture industry has proven to be one the fastest growing industries in Florida. Its annual statewide economic impact has grown from \$1.7 billion in 1997 to over \$2.9 billion according to a recent release by the Florida Cultural Alliance. Throughout Florida, arts and cultural resources are major components in the revitalization of communities, reforming schools, starting businesses, creating jobs and ultimately improving the quality of life for each community.

Beyond the natural beauty of white sand filled beaches, endless blue skies, ideal warm weather, restaurants, nightclubs and a distinctively Latin cultural influence are helping distinguish South Florida as one of the hottest destinations to visit. It is the intention of this research to show that combining all three into one (restaurant, nightclub, and Latin culture as a live interactive entertainment) will help create interest and boost the economy to an already developing area.

Chapter II

SELECTION OF THE VENUE

Satine restaurant and lounge is located inside one of the largest tourist and local attractions in the Hollywood/ North Miami area. The Westin Diplomat Hotel has gained worldwide prestige with its unique designs and exotic locations throughout the world. The Diplomat Hotel attracts a high end, jet-setting clientele with an emphasis on corporate conventions. The hotel and the world-class restaurants and bars inside of it enjoy the benefits of near-capacity business almost year round. Not only that, but being a flagship and a critical darling in a developing area, with plenty of hotel parking inside. The Westin Diplomat Hotel has also attracted the locals' interest who are happy to enjoy a night out right in their very own back yard.

Located in the main lobby and with a plethora of diners and curious guests on hand almost every night, Satine provides both the sufficient space and unique atmosphere that are necessary for this production. With a lounge/bar and dining area all combined in the same room with a great view of the stage, the restaurant layout allows great opportunities for this kind of a production.

Upon entering the room, the first impressions are low comfortable couches or ample cocktail tables dressed simply with regal glassware and soft candles that flicker and draw the guest's attention into the dimly lit room. Moving past smiling hosts with their reservations intact, the guest is approached and urged by cocktail waitresses in very attractive outfits to join them for a drink before retiring to their table for dinner and the show. The DJ has already started spinning records that suggest the culture that the guests and performers will be exploring for the evening. On the walls and on big screens, placed

strategically throughout the room, alternating images of cultural icons will be projected with logos and advertisements of the nightly corporate sponsorship. The dining room lights have been kept low to create a sense of anticipation, guests will be moved to their tables followed by after dinner guests who will retire to the lounge area as the show is about to get started.

Chapter III

LET THE SHOWS BEGIN

Frank Sinatra, Sammy Davis Jr. and Dean Martin have paved the way for the “dining experience.” In fact, the same spot that Satine Restaurant is located is where the Rat Pack performed. The combination of magnificent voices, big bands and great performances gave a new meaning to dining out. Today, these shows prevail in Las Vegas where many choose to vacation for the gambling and also to enjoy the high profile celebrity shows while enjoying fine cuisine. The Palms and Hard Rock Café are just few examples of hotels that offer live shows in their locations in order to entertain their guest. The history of the “dinner show” really took off in Las Vegas and now is primed for a return. The Las Vegas style of entertainment and the Rat Pack, served as inspiration for the creation of the Series of Shows at Satine. With this in mind, let the shows begin.

A. *Electro Tango*

The seductive qualities of Tango will be felt as soon as the guest enters the room. One of the performers in native costume will be assisting the hosts in greeting the guests and giving the times of the three performances. A variety of projected images and promotions will suggest the night to come. Cocktail servers, bartenders, and dining room attendants will be suggesting beverages, such as Tango Tini's, a special drink featuring the liquor company sponsorship of the evening.

Popular Argentinean hits and tango are spun by a house DJ located up in the center stage. The walls are covered with images, creating the glamorous ambiance of the 1920's. These images will include pictures of beautiful, tropical Argentina, local

celebrities from tango history such as Carlos Gardel, and dashing romantic images of tango couples at play. As the last guests are ushered to their seats and the greeter is out in the lobby attracting new guests and announcing the show, the lights will be dimmed even lower and a spotlight will highlight the dancers and performers dressed in black and wearing set costumes. The band, with traditional players of local instruments such as the bandoneon, piano, bass and violin will start playing from their repertoire of classic and modern tango jazz.

As the lights are dimmed, the spotlights focus on a pair of dancers. They come from the dining room, and another pair comes from the cocktail area to meet on stage dancing to *La Comparcita*, one of the most famous and sexiest tango pieces. After *La Comparcita*, the dancers will dance to two more songs and then the lights go out on the dancers and shift focus back to the band that will begin their mesmerizing solos.

After the solos, voices are heard coming from the lobby area. The spotlights then focus on the door where two male tangueros are simulating a fight. The tangueros will jump on top of one of the dining tables to add more drama and tension to the scene. The fight slowly moves to the stage as a sexy female tanguera runs through the door finally getting to the stage. While the fight continues, the bassist is the only musician playing creating a very dramatic and intense mood. As soon as the female tanguera approaches the stage, the band starts playing in harmony with the bassist and the fight begins to flow to the choreography of the music. One of the tangueros finally gives up on the girl and proceeds to get another dancer that has stationed herself among the patrons at the bar.

Both couples dance dramatically and physically and then move off giving way to the DJ who will join the bandoneon player for the final set piece, which is the electric

tango as three screens are brought onto the stage. Behind the screens, three sexy girls dressed as male dancers walk to the stage each grabbing a chair and as the music rises and builds they will do a partial striptease and reveal sexy outfits. The three dancers will then finally be joined with the other dancers who will move amongst the crowd and invite the guests to join them in dancing. Important: The dancers will remain and encourage guests to join them throughout the night after each performance as the DJ keeps the room exploding in a night of decadence and celebration.

B. *Bossa Nova Jazz*

Tonight the night is more like a carnival and the guest will be welcomed with Bossa Nova Jazz and Samba music being spun by a DJ. A Brazilian drink called carpirinas will be offered to the guest as they walk in the doors as a complimentary gift from corporate sponsors. A beautiful hostess in a traditional sexy carnival costume will also greet the guest and pass out a carnival bags. In the bags guest will find all the items needed to take part in the night's festivities. On the walls, images from Brazil, including carnivals, capoeira dancers, scantily clad women and important celebrities are projected.

A Bossa Nova band will open the show with sensual lyrics and classic Brazilian Jazz. The lights go down and spotlights focus on the main entrance and center stage. Three berriambau, two pandierios, one conga and one bell player (all musicians) will walk in through the main door to center stage. Following them, a group of six capoeiristas dancers walk in from the backstage area singing. Musicians and performers meet center stage and interact with a series of jumps, kicks, flips, headstands and dance moves.

Performers will move around the room in a celebratory fashion even including the occasional guests' participation.

A DJ will take over playing Brazilian Tunes allowing the crew to get ready for the grand finale, the Carnival Parade. The parade starts with a sexy female carnival dancer who will enter from the back of the stage with a drummer and a whistle announcing the big carnival parade. She will do a dance and then walk around the restaurant until she disappears. Percussionists enter from the lobby and the back entrance. Leading the percussionists, dancers wearing authentic costumes, intriguing mask grass skirts and primitive clothes walk all over the room and will meet on stage to perform. As part of the performance, they will do acrobatics with sticks and machetes. This first group of performers now exit stage right, allowing Samba dancers to come to the stage as part of the parade. Two percussionists will move on to the top of the bar. Female samba dancers will be wearing sexy, eye-popping and jaw-dropping costumes, while male capoeiristas perform their acrobatic martial arts around them. The dancers will then split around the room. The percussionist will follow the dancers encouraging the guests to join the line of performers in a line dance that keeps building as the line between entertainers and audience becomes blurred.

C. *Piel Canela*

Upon entering the room guests' sensor will be assaulted with a fully swinging party already in motion. A DJ will be spinning recognizable and hip shaking hits from all over South America and the Caribbean. Scantly dressed dancers will be on the floor enjoying the various musical influences such as mambo, cha-cha-cha, salsa, bomba y

plena and flamenco. Also adding a touch of modernism, musical fusion such as Latin-Jazz and European mixes with Latin swing will be featured as guests forget their own nationality finding themselves in one of the hottest parties in town. Bacardi brand images and famous Latin quotes will be projected on the walls and on screens and will also include images of famous celebrities from all over Latin America.

As the dancers finally exit, the DJ will stop and make way for a Latin jazz band to start performing. When the lights go all the way down, four pair of salsa dancers come out from both sides of the stage and perform a choreographed dance routine before giving way to the band again.

As part of the second performance, the salsa dancers will reappear and grab guests from the audience to be part of the show, maintaining the high energy in the room. Next, a single light will focus on the stage. Dancers will go back to their positions on stage to perform the last part of the set as the DJ begins spinning a familiar Gypsy King tune as a flamenco guitarist accompanies them until two flamenco dancers come out and perform along with two new guitarists. As part of the choreography the dancers will get on top of the bar and prop tables in the main dining room and lounge area until a complete black-out happens, as the lights are momentarily turned off all over the restaurant.

Next, a lone spotlight focuses on a trumpet player performing a haunting solo. Another spotlight then focuses on a percussionist that slowly begins accompanying the trumpet player. Five more pleneros and two congas (all percussionists), and six pair of dancers, all in Latin costumes will come from both sides of the stage. Performers will move around the room inviting people to become part of the festivities. The bar and

tables suddenly become part of the stage. The dance floor will suddenly transform itself into a typical Puerto Rican carnival where bodies can't avoid dancing to the contagious rhythms.

Chapter IV

MARKETING

A. Market Demographic Study

The target market selection is one of the most important aspects of marketing. In order to develop a successful marketing plan, the first step is determining the target audience. In this specific study, the target market was based on age and income of the residents and travelers in the area. The next few paragraphs will show how and why the selected target audience will benefit from Satine's Series of Shows.

According to the City of Hollywood's general demographics, over 30% of the population ranges from 35-54 years of age. Of this age group, the average household income is from \$46,000- \$54,000. Based on these numbers and the overall success of other restaurants providing shows in the area it was determined that these target markets will be reached by creating the series of live entertainment shows hosted by Satine Restaurant.

Restaurants such as Taverna Opa in Hollywood, which offers an interactive experience of Greek music and dance, has been successfully captivating a local audience for years. Another popular restaurant in the area is Mai Tai, which offers the only Polynesian dance show in town. These are just two examples of two successful restaurants in the area that are already offering these types of shows.

Neighboring South Beach, primarily goes after a younger target audience. Restaurants and night clubs in that immediate area have focus their attention to catering to a more energetic crowd. Because of this, the Hollywood area is a perfect alternative for attracting an older demographic whose club days are over but, that enjoy a more fulfilling

dining out experience. The series of shows combining both dinner and show concepts are offering the option of the DJ after the show for those who want to stay and dance.

B. Marketing Plan

Like any other product, marketing these productions to a specific target audience is an essential part for the success of each show and production. The following marketing plan will focus on bringing the local and tourist guest to the restaurant each night, and in doing so will also include corporate sponsors and free advertising through local venues hoping to attract new guests to the area.

A press release will be created promoting the new International Nights at Satine in The Westin Diplomat Hotel in South Hollywood. Making the press aware of these new productions, they will be invited to a special VIP kickoff party along with many other local celebrities and influential guests in the immediate area. Corporate sponsors will donate the drinks and the restaurant will supply free appetizers as the guests will get a first time preview of each night's simulated performances.

The whole night promises to be like a cork blowing out of a champagne bottle that will be recorded for live spots on television and photo shoots that will be seen on various local magazines and television shows throughout the area. After the initial buzz has been created, we secure television spots advertising these shows. Direct mailings will also be sent out to over 15,000 households with an income of \$50,000 and over. The mailing piece will promote both Satine's menu and the International Nights productions. The first side of the mailer will promote the restaurant and will offer a complimentary

bottle of wine or nightly drink specials from each corporate sponsor as part of buying dinner to see the show.

Figure 1. International Nights Mailer

The other side will promote the productions and have been done in color to accentuate the costumes and exotic skin tones of the performers. Corporate sponsorship pays for these mailings.

In part with Satine's already existing advertising budget, advertisements will be taken out in dining out sections of Florida newspapers including El Nuevo Herald, The Herald, New Times, Sun Times and Aventura Newspaper. The shows will also be advertised in magazines such as Aventura, Ocean Drive, and Las Olas Magazine.

One of the most powerful tools these days is the internet. Satine created an email blast for each night. This powerful tool allows the marketing team to send a reminder each night to their members list. Each night a sexy model will be utilized and designated to collect email addresses and contact information from the guests in the restaurant.

Satine also created a website with all the information regarding the restaurant and the events. The event page offers the viewers a fifteen second video clip of each night. The webpage includes upcoming events and any positive write-ups from the press. Every print media used will include the Satine's webpage address making the guest visit the page for more information.

Every month Satine will have an inaugural kickoff for each type of performance. On these parties the entertainment will include a famous celebrity that will be part of the show. These special events will benefit all the people on the VIP list and will offer them an exclusive privilege for being part of Satine's VIP list. This privilege will include invitation to private functions, special dinner promotions and a complimentary dinner for birthday celebration.

Flyers for each night were created and used as poster and table tents to promote each night. Valet parking will distribute the flyers to every car that valet parks at The Westin Diplomat Hotel. The poster will be located in front of the main doors of the restaurant in the lobby area. Table tents will be on every table in the restaurant. The same

ad will also be placed in the informational video Janus Board of the hotel. (See in Figures 2, 3 & 4)

Front

Back

Figure 1. Piel Canela Night Flyer.

Front

Back

Figure 3. Bossa Nova Flyer.

Figure 3. Electro Tango Flyer.

The critical aspects of this marketing plan are to find sponsorships to pay for the entertainment. Satine will offer a plan to liquor and wine companies where they can

market their product to high-end customers through a unique sales approach. The goal is in a very Satine way, to invent a new form of direct marketing. The International Nights have the advantage of full interaction, live displays and usage by Satine staff or customers. As part of the deal Satine will also include the companies logos on all the advertisements, flyers, email blast and table tents. The logo will also be projected on the multimedia screen used on each show. Also added in the marketing kit is a promotional video clip, which showcases the elements of the all the shows.

Table 1: Advertising Plan and Budget

Printing	Description	Other	Cost	Total costs
Poster	Design / Printing	One time	\$ 600.00	\$ 600.00
Flyers	Design/ Printing	One time	\$ 300.00	\$ 300.00
Janus Board	CD format	One time	\$ 150.00	\$ 150.00
Mailer	Design / Printing/ mailing	One time	\$ 1,000.00	\$ 1,000.00
TOTAL			\$ 2,050.00	\$ 2,050.00
Advertising	Total ads	Insertion Size	Cost per ad	Total costs
Aventura	1	1 pg color	\$ 1,500.00	\$ 1,500.00
Las Olas Magazine	2	1 pg color	\$ 2,200.00	\$ 4,400.00
Ocean Drive	2	1 pg color	\$ 3,000.00	\$ 6,000.00
El Herald	2	1/2 page	\$ 500.00	\$ 1,000.00
New Times	2	1/2 page	\$ 500.00	\$ 1,000.00
Dine Around	3	Full Page	\$ 1,200.00	\$ 3,600.00
TOTAL PRINT	5		\$ 6,700.00	\$ 11,900.00
Webpage			Cost	Total costs
Design Events Page		One time	\$ 700.00	\$ 700.00
Maintenance	Monthly		\$ 500.00	\$ 500.00
TOTAL PRINT	10		\$ 1,200.00	\$ 1,200.00
TOTAL MEDIA PLAN				\$ 15,150.00

Chapter V

PRODUCTION

After the development of the shows, the major component in any production is the production book. This book contains all the required data for each show including the production calendar, scene reports, technical rider, ground plans, rehearsals schedules and budgets.

A. Calendar

Keeping a production organized is an essential part for the success of any show. A production schedule is a detailed calendar specifying the date, time and location for the events to happen including auditions, rehearsals, production meetings, fittings and dress rehearsals among other things. It also helps the marketing team to schedule accordingly any interviews, photo shoots and press conferences for the shows. (See in Figure 5)

B. Meetings

The production meetings are held once a week to discuss the progress, changes in technical aspects and any concerns about the shows. These meetings are an important part of keeping everyone informed and making sure all the aspects of the production will fit well together. The Stage Manager mostly distributes the contact list, any design requirements and copies of the schedules and scene reports. A scene report states the time, set notes, costumes, props, sound and lighting info and the necessary performers and stage staff. Attached to it, there will be a ground plan showing all the necessary props and stage plots needed for the scene. After the meeting, the Stage Manager is responsible

for updating the production book and handing out the changes before the rehearsals to the crew.

C. Technical Rider

A technical rider includes all the necessary elements for the shows in any specific venue. The information includes specific lighting system or fixtures, sound and stage specifications, music instruments and dressing rooms. The Stage Manager is in charge of putting it together with the production team and checking that the venue has everything that's required for the shows.

D. Master Cue Sheet

The master cue sheet is created for the Stage Manager to call the cues during the show. This is one of the most important tools of the show determining the flow of the performances. The master cue sheet includes all the lighting, sound and performer's entrance and exits to stage in chronological order. The cue sheet also includes the information and description of the cues.

E. Ground Plan

The ground plan is the diagram of the stage. Each scene will have a ground plan attached showing all the special props and specifics on the scenes. These ground plans are distributed to all the crew and production staff to ensure that each scene is set up properly.

F. Budget

The budget is divided per show cost and other expenses. The three nights include the cost for the DJ, band, dancers, VJ projector, Spotlight Operator, costumes and the Stage Manager fees. The other expenses will include any additional expenses and technical equipment. It was intended to keep the cost of the shows at a moderate level without diminishing the quality of the shows in order to sell the series of shows to the restaurant.

Chapter VI

CONCLUSION

Developing a concept and show in a restaurant is enormously challenging and costly. It is a process that requires competent teams that are specialized in different areas. A dynamic and creative production team is needed to produce superior shows that exceed all expectations; also an innovative marketing plan, a defined target market and the use of all technological advances will help make the shows unique.

The production team has to carefully select the talent, music, costumes and choreographies along with creating detailed scene reports and floor plans for the creation of the shows. An extensive marketing plan that includes media coverage, email blasts, mailers, special parties and printed material has to be developed to inform people about the restaurant and the shows. Once the shows are developed and the marketing plan is completed, the show must go on.

After researching and developing these Series of Latin Shows for Satine restaurant this thesis concludes that there are many challenges and risks in developing and incorporating a Series of Latin Shows in a restaurant but there are many advantages to it. Incorporating the Series of Latin Shows in Satine restaurant will not only benefit the restaurant but also the Diplomat Hotel and the City of Hollywood by expanding the dining and entertainment alternatives for the locals and tourist. With the mixture of the Latin Series of Shows, fine dining and the ambient atmosphere, Satine will help place The Diplomat Hotel and the surrounding Hollywood area back on the map as it once was during the Rat Pack days.

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PRODUCTION SCHEDULE

S M T W T F S

					1 Dancers Auditions 12-4pm Satine Restaurant	2 Musicians Auditions 12-4pm Satine Restaurant
3	4 Production Meeting 2-4pm / Call Back @ Satine	5 Dancers Fitting 12-4pm @ Satine	6 Musicians Fitting 12-4pm @ Satine	7	8	9
10	11 Production Meeting 2-4pm	12 Electro Tango Rehearsal / Photo Shoot @ Satine	13 Bossa Nova Rehearsal / Photo Shoot @ Satine	14 Piel Canela Rehearsal/ Photo Shoot @ Satine	15	16
17	18 Production Meeting 2-4pm	19 Electro Tango Rehearsal / @ Satine	20 Bossa Nova Rehearsal @ Satine	21 Piel Canela Rehearsal @ Satine	22	23
24 Production Meeting 2-4pm	25 Electro Tango Rehearsal @ Satine	26 Bossa Nova Rehearsal @ Satine	27 Piel Canela Rehearsal @ Satine	28 DRESS REHEARSAL @ Satine	29 Press Conference VIP Kickoff Party 8pm Cocktails 9pm Shows @ Satine	30 Piel Canela Night
31 Bossa Nova Jazz						

Production
Schedule

Contact
Information

Technical
Information

Budget

Costumes

Scene Reports/
Ground Plans

Restaurant
Release Form

LATIN SERIES OF SHOWS REHEARSAL SCHEDULE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<i>Production</i>	Electro Tango	Bossa Nova	Piel Canela	Electro Tango	Bossa Nova	Piel Canela
<i>Meeting</i>	<i>Rehearsal</i>	<i>Rehearsal</i>	<i>Rehearsal</i>	<i>Performance</i>	<i>Performance</i>	<i>Performance</i>
2-4pm	2-3pm Band	2-3pm Band	2-3pm Band / Salsa	<i>All Crew/ 7pm</i>	<i>All Crew/ 7pm</i>	<i>All Crew/ 7pm</i>
	3-3 30pm BREAK	3-3 30' Capoeira	3-3 30pm Flamenco	8-9pm Band	9-10pm Band	9-10 30pm Band
	3:30 - 4 30pm/Comparsita	3:30-4pm/BREAK	3 30-4pm' BREAK	9-9 30pm Compar	10 30-11pm Capo	11-11 30pm Flamenco
	4 30-5pm BREAK	4-4 30pm/Carnival	4-4 30pm carnival	9 30-10 30pm Fight	11pm-12 Carnival	11 45pm-12am/Plena
	5-5 30PM' Fight			10 30pm-12am Strip	12am DJ	
	5 30-6pm Striptease			12am DJ		

Contact
Information

Technical
Information

Budget

Costumes

Scene Reports,
Ground Plans

Restaurant
Release Form

CONTACT SHEET

Name	Phone/ Fax #	Address	Notes
Satine	950-602-8930	3555 S. Ocean Drive Hollywood, FL 33019	Restaurant
Anyela Gutierrez	954-602-8930	3555 S. Ocean Drive Hollywood, FL 33019	Manager
Gredel Berrios	954-224-8346		Producer/Stage Manager
Ismarie Rodriguez	954-602-1134		Costume Designer
Martika Gutierrez	305-975-6059	880 NE 69th ST. APT. 4m Miami, FL 33138	Choreographer
Thedra Taylor	954-985-8777	1910 Fillmore St. 2 Hollywood, FL 33020	Dancer
Jessica Norris	954-261-1643	2121 N. 51 Ave Hollywood, FL 33021	Dancer
Name	No.	Address	Dancer
Name	No.	Address	Dancer
Name	No.	Address	Dancer
Name	No.	Address	Dancer
Armando Pena	786-306-9779	441 NW 109 Ave. Miami, FL 33172	DJ
Andrew	305-984-2299	1923 SW 23 St. Miami, FL 33145	DJ
Freddy	954-923-5565	1705 Rodman St. Hollywood, FL 33021	DJ
Name	No.	Address	DJ
Name	No.	Address	DJ
Name	No.	Address	DJ
Anthony Church	951-849-8256	1200 Charles Place Suite Pembroke Pines, FL 33026	Musician
Reinel Rios	954-761-3312	255 Galen Key Biscayne Miami, FL 33143	Musician
Cesar Abanato	786-486-0969	2841 SW 26 Miami, FL 33133	Musician
Name	No.	Address	Musician
Name	No.	Address	Musician
Name	No.	Address	Musicians
Billy Berrios	954-292-4676	Address	VJ Operator
Name	No.	Address	VJ Operator
Dan Causy	954-602-8750	3660 S. Ocean Drive	Light Operator

Technical
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TECHNICAL RYDER / SATINE SHOW SERIES

Stage Dimension

- Platform Stage (wood) 18 Feet wide and 12 Feet Long.

Loading Dock

- One emergency Door in Back Stage Left. (9 Feet Long and 6 Feet Wide.)

Lighting

- 2 Electric Batten
- 2 spot lights
- 10 Parabolic aluminized reflector (PAR)
- 8 Ellipsoidal (ERS) reflector.

Sound

- DJ booth with:
 - 2 techniques SL 1200 Turning tables
 - 2 Denon Cd table player players
 - 1 Rane MP knob Mixer
 - 1 rane Cross fader/Ch EQ
 - 1 Behringer live mixer board
 - 2 Furman PL-plus Power Conditioners
 - 2 A.Tech. Opera-Lyric 415 active Mon
 - 2 Road Ready 18 Sapace Racks w/Wheels

Props

- Yamaha Piano

TECHNICAL CHECKLIST

Show:

Check Time:

Stage Manager:

Technical Director:

Sound:

_____ Sound System
_____ Speakers
_____ Mics
_____ Monitors
_____ Sound Board

Light:

_____ Stage Lighting
_____ Gels
_____ Dimmer
_____ Light Board

Stage

_____ Dressing Rooms
_____ Music Stand
_____ Props

SATINE SERIES OF SHOWS MASTER CUE SHEET

Show: Electro Tango	
Date: Thursday	
Time: 9:00pm	
Stage Manager: Gredel Berrios	
Cue#	Description
1	general wash
2	Greeter
3	VJ images ON
4	DJ ON
5	greeter out to lobby area
6	lights down
7	greeter to backstage
8	first tangueros on stage
9	spot light to follow tangueros
10	band starts
11	lights down
12	scene 2 dancers /coming from dining room
13	spot light to follow tangueros
14	tangueroS on lobby area
15	spot light to follow tangueros from lobby area
16	band Q / La Comparcita
17	lights out on dancers focus on band
18	dancers exit
19	band / solos
20	bandoneon solo
21	lights out for band
22	spot light on main entrance
23	male dancers for tanguero fight ON
24	female dancers ON
25	band ON
26	tanguero fight lighting pre-set
27	DJ ON
28	band/ dancers out
29	props for strep tease
30	pre-set for strep tease
31	dancers scene 3 / striptease
32	additional dancers striptease

SATINE SERIES OF SHOWS

MASTER CUE SHEET

[illegible]

SATINE SERIES OF SHOWS MASTER CUE SHEET

Show: Piel Canela Night	
Date: Saturday	
Time: 9:00pm	
Stage Manager: Gredel Berrios	
Cue#	Description
1	general wash
2	VJ roll
3	DJ
4	Latin dancers on stage with DJ Q
5	dancers exit
6	ban on stage
7	DJ –out
8	band to perform
9	lights on the band down
10	lights focus on dancing floor
11	salsa dancers
12	salsa dancers exit
13	lights out on band
14	DJ to play Gypsy King tunes
15	lights focus on two guitarists
16	flamenco dancers come out
17	Q light for flamenco dancers
18	lights down
19	flamenco dancers and guitarists to exit
20	trumpet player on stage / solo
21	spot light on trumpet pet player
22	spot light focus on percussionist
23	all dancers pleneros come from stage right

Budget

Costumes

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SATINE SERIES OF SHOWS BUDGET

Thursday

Electro Tango

DJ	\$250.00
Band	\$600.00
Dancers / \$125 each	\$625.00
VJ Operator	\$100.00
Spot Light Operators	\$150.00
Costumes / One Time Fee	\$800.00
Stage Manager	\$200.00
Total	\$2,725.00

Friday

Bossa Nova Jazz

DJ	\$250.00
Band	\$900.00
Percussionists \$100 each	\$700.00
Dancers / \$125 each	\$1,250.00
VJ Operator	\$100.00
Spot Light Operators	\$150.00
Costumes / One Time Fee	\$800.00
Stage Manager	\$200.00
Total	\$4,350.00

Saturday

Piel Canela

DJ	\$250.00
Band	\$900.00
Misc. Percussion	\$375.00
Dancers / \$125 each	\$1,000.00
VJ Operator	\$100.00
Spot Light Operators	\$150.00
Costumes / One Time Fee	\$800.00
Stage Manager	\$200.00
Total	\$3,775.00

Other Expenses:

Projector/ One Time Fee	\$1,000.00
Audio Visual Video/ One Time Fee	\$1,500.00
Total	\$13,350.00

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Electro Tango Costume

Greeter Costume

Piel Canela Night Costumes

Piel Canela Night Costumes

Bossa Nova Night Costumes

FEMALE FITTING FORM

Show:			
Scene:			
Date:			
By:			
Dancer:		Phone:	Character:
Height:	Weight:	Ring:	Shoe:
Dress:	Skirt:	Blouse:	Bra:

Dress		Pants	
Bust		Girth	
Bust Below		Thigh	
Waist			
Hips		Knee	
		Calf	
Front Neck to Waist		Ankle	
Back Neck to Waist			
Cross Back		Outseam	
		Inseam	
Skirt Length to Knee			
Skirt Length to Floor			
		Accessories	
Sleeve		Head	
Armseye		Hat	
Neck		Glove	
Bicep			
Elbow			
Wrist			
Notes:			

MALE FITTING FORM

Show:			
Scene:			
Date:			
By:			
Dancer:		Phone:	
Height:	Weight:	Ring:	Shoe:
Suit:	Shirt:	Pants:	Sweater:

Shirt / Top		Trousers	
Sleeve		Waist to Knee	
Chest		Waist to below Knee	
Chest - expanded		Waist to full length	
Waist		Inseam below Knee	
Seat		Inseam full length	
Back length to Waist		Girth	
Back length to Seat		Rise	
Back length to Knee			
Back length to Floor		Waist	
		Seat	
Collar Size		Thigh	
Vest		Knee	
Open		Below Knee	
Full length		Calf	
		Ankle	
Notes:			

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SATINE RESTAURANT
ELECTRO TANGO
STAGE MANAGER SCENE REPORT

Show: *The Band*

Date: Thursday

Schedule Start Time: 8:00pm

End Time: 9:00pm

Set Notes:

All the props should be set-up 6:00pm, before restaurant opens.

Custom Notes:

band / all black with Argentinean hats
greeter sexy tanguera custom

Prop Notes:

Piano, bandoneon, bass and violin
projector
projector stand
3 chairs
2 music stands

Sound & Light Notes:

general wash
spot light

Performers / Stage Staff:

1 VJ operator
1 spot light operator
1 greeter
1 pianist
1 bandoneon player
1 violinist
1 bass

ELECTRO TANGO JAZZ BAND

Main Entrance

SATINE RESTAURANT
ELECTRO TANGO
STAGE MANAGER SCENE REPORT

Show: *La Comparcita*

Date: Thursday

Schedule Start Time: 9:00pm

End Time: 9:30pm

Set Notes:

Tanguero's dance to La Comparcita

Custom Notes:

band / all black with hats

dancers / typical tango costumes

Prop Notes:

projector

projector stand

3 chairs

2 music stands

Sound & Light Notes:

couples dancing / 20minutes

special Q's on spotlights / red gels

Performers / Stage Staff

1 pianist

1 bandoneon,

1 bass

1 violin

ELECTRO TANGO LA COMPARCITA

SATINE RESTAURANT
ELECTRO TANGO
STAGE MANAGER SCENE REPORT

Show: *Tango Fight*

Date: Thursday

Schedule Start Time: 9:30pm

End Time: 10:30pm

Set Notes:

Tangueros fight for sexy tanguera

Custom Notes:

band / all black with hats
tangueros / white costumes
sexy red tanguera costume, red feathers / cigarette

Prop Notes:

screen
piano
projector
projector stand
3 chairs
3 music stands

Sound & Light Notes:

couples dancing / 30minutes
3 spotlights / on each chair on stage

Performers / Stage Staff

1 VJ operator
1 spot light
1 greeter
1 pianist
1 bandoneon
1 violinist
1 bass
1 DJ

ELECTRO TANGO TANGO FIGHT

Main Entrance

SATINE RESTAURANT
ELECTRO TANGO
STAGE MANAGER SCENE REPORT

Show: *Tango Striptease*

Date: Thursday

Schedule Start Time: 10:30pm

End Time: 12:00pm

Set Notes:

tango / striptease

Custom Notes:

band / all black with hats
dancers, dress like tanguero males
sexy tuxedo costumes for striptease

Prop Notes:

screens
piano, bandoneon, bass and violin
projector
projector stand
3 chairs

Sound & Light Notes:

3 spotlights / on each chair on stage

Performers / Stage Staff

3 female dancers
2 spotlight operator
1 VJ operator
1 DJ

ELECTRO TANGO STRIPTEASE

SATINE RESTAURANT
BOSSA NOVA NIGHT
STAGE MANAGER SCENE REPORT

Show: *Bossa Nova Band*

Date: Friday

Schedule Start Time: 8:00pm

End Time: 9:00pm

Set Notes:

Band to Set-up at 7:30pm

Custom Notes:

band / red shirts/ black pants for band members
greeter to wear sexy carnival costume

Prop Notes:

screens
piano
projector
projector stand
4 chairs
1 music stands

Sound & Light Notes:

Performers / Stage Staff

1 sax
1 guitar
1 base
1 piano,
1 drummer
1 VJ operator
2 spot light operator
1 greeter

BOSSA NONA NIGHT
BOSSA NOVA BAND

Main Entrance

SATINE RESTAURANT
BOSSA NOVA NIGHT
STAGE MANAGER SCENE REPORT

Show: *Capoeira*

Date: Friday

Schedule Start Time: 9:30pm

End Time: 10:30pm

Set Notes: All crew to be back stage 9:55pm
Custom Notes: capoeira in white costumes percussionist costumes
Prop Notes: screen piano projector projector stand
Sound & Light Notes: colorful gels for carnival 6 wireless microphones for capoeiristas
Performers / Stage Staff 3 beriambau 2 panderos 1 conga 1 bell 6 capoeiristas 1 VJ operator 2 spot light operator

BOSSA NOVA NIGHT CAPOEIRA

SATINE RESTAURANT
BOSSA NOVA NIGHT
STAGE MANAGER SCENE REPORT

Show: *Carnival*

Date: Friday

Schedule Start Time: 11:00pm

End Time: 11:30pm

Set Notes:

Party Time!!

Custom Notes:

authentic Brazilian costumes, feathers bright colors / showing lot's of skin

Prop Notes:

screen

projector

projector stand

Sound & Light Notes:

bright gels / red, green, magenta and yellow

Performers / Stage Staff

3 berimbau

2 panderos

1 conga

1 bell

6 capoeiristas

5 female dancers

1 VJ operator

2 spot light operator

BOSSA NOVA NIGHT CARNIVAL

Main Entrance

SATINE RESTAURANT
PIEL CANELA
STAGE MANAGER SCENE REPORT

Show: *Latin Jazz Band and Salsa Dancers*

Date: Saturday

Schedule Start Time: 9:00pm

End Time: 9:30pm

Set Notes:
Custom Notes: Female / salsa costume / red skirts and tops male / all black and red tie
Prop Notes: screens projector projector stand
Sound & Light Notes: red and orange gels
Performers / Stage Staff 1 guitar 1 bass 1 sax 1 trumpet 1 piano 1 flute 1 drummer 4 male Dancers 4 female Dancers 1 greeter 1 VJ operator 2 spotlight operator

PIEL CANELA LATIN JAZZ BAND

Main Entrance

SATINE RESTAURANT
PIEL CANELA
STAGE MANAGER SCENE REPORT

Show: *Flamenco*

Date: Friday

Schedule Start Time: 11:00pm

End Time: 11:30pm

Set Notes:
Custom Notes: sexy flamenco costume
Prop Notes: screens projector projector stand
Sound & Light Notes: red gels lavalier microphone for guitar
Performers / Stage Staff 1 guitar player 2 female flamenco dancers 1 VJ operator 1 spotlight operator 1 DJ

PIEL CANELA FLAMENCO

Main Entrance

SATINE RESTAURANT
PIEL CANELA
STAGE MANAGER SCENE REPORT

Show: *Carnival*

Date: Friday

Schedule Start Time: 11:45pm

End Time: 12:00am

Set Notes:
Custom Notes: Latin costumes
Prop Notes: screens projector projector stand
Sound & Light Notes: bright gels / red, green, magenta and yellow
Performers / Stage Staff 1 trumpet player 1 percussionist 3 pleneros 2 congas 3 female dancers 3 mail dancers 1 DJ

PIEL CANELA
CARNIVAL

Main Entrance

CREW SIGN-IN SHEET

SHOW:

DATE:

BY:

[illegible]

FLORIDA INTERNATIONAL UNIVERSITY
Miami's public research university

RELEASE FORM

I, Mike Penrod, Owner of Satine Restaurant and Lounge, hereby irrevocably consent to the use of Satine Restaurant and Lounge logo by Cynthia Gredel Berrios and authorize the use of the logo for her thesis project entitled *The Design, Implementation and Production Process of Creating a Viable Series of Latin Shows in Hollywood, Florida*

I hereby release Cynthia G. Berrios and Florida International University from all claims of every kind on account of such use.

.....

Owner Signature: _____

Address: _____

Hollywood, FL 33019

Telephone: _____

Today's Date: May 1, 2004