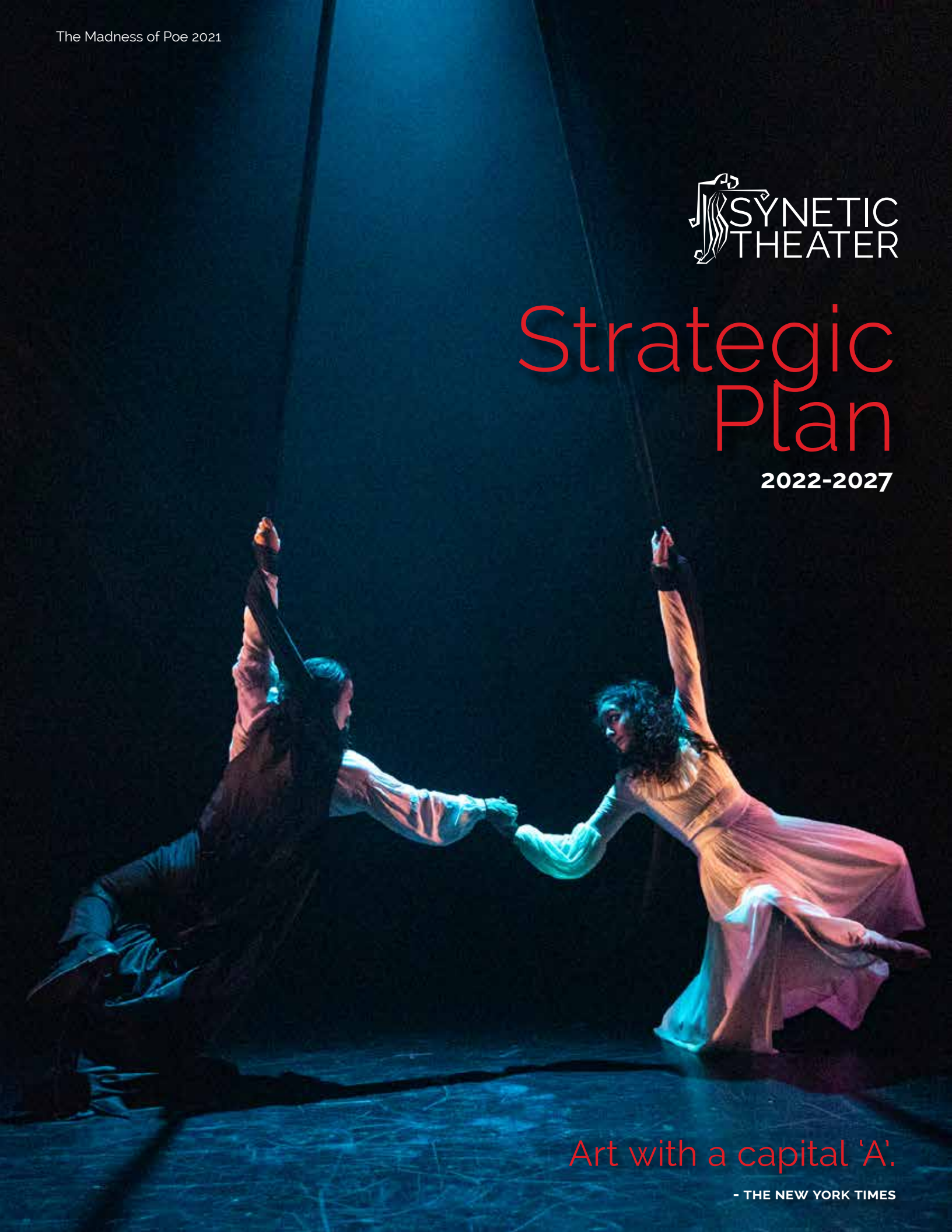




Strategic Plan

2022-2027



Art with a capital 'A'.

- THE NEW YORK TIMES

Contents

- Introduction 1
- History 2
- Mission/Vision 4
- Values 5
- Goals & Objectives 7
- List of Board Members 11

The 2022-2027 Synetic Theater Strategic Plan



Paata and Irina Tsikurishvili founded Synetic Theater in 2001 which has since delighted and thrilled audiences with its unique artistry in nearly 90 original productions. Synetic has developed a vibrant education and training program that cultivates new audiences, expands the company's skills, and provides training to physical-theater performers.

The COVID-19 pandemic, the reckoning with racial injustice, and global conflict have all set the tone for this strategic plan and helped Synetic commit to a clear and bold path forward. The last few years have highlighted the importance of theater which promotes public discourse, cultural dialogue and drives social change. Synetic provides audiences with world class performing arts experiences that bridge cultural divides and speak to the common human experience.

Synetic Theater's Strategic Plan for 2022-2027 provides a clear roadmap for the growth and development of our community over the next five years. This plan focuses our efforts on continuing to create exciting and relevant art while strengthening Synetic's leadership and artistic pipeline, reaching out to new audiences, telling new stories, and ensuring Synetic will continue to be a robust, sustainable, and adaptable arts organization.

The Tsikurishvili Family History



As a bridge between East and West, the Republic of Georgia has been occupied for thousands of years, savaged by every neighboring world power throughout history. In 1989, the fight for freedom was at its height.

At the time, Paata Tsikurishvili, Synetic's Founding Artistic Director, was studying at the University of Film and Stage in the Georgian capital of Tbilisi, while working as a professional actor with the Pantomime Theater. He remembers people rushing past the theater, growing in numbers each day, protesting communism and Soviet oppression. Paata joined a massive hunger strike in front of the Georgian Parliament Building, demanding free elections and independence from the Soviet Union. The protesters were heard, and Georgia held its first free election soon after. But the Soviets still refused to recognize an independent Georgia. The Russian military invaded, and overnight, Paata and many of his friends and colleagues became guerrilla fighters.

When Paata met dancer and actress Irina (Ira) Kvetenadze, now Synetic's Resident Choreographer, they remained hopeful and rebellious. But shortly after their son Vato was born in 1991, daily life began to fall apart. That year, the Soviets cut off electricity and gas, sending Georgia into cold and darkness. With no running water, Ira would take her infant son down nine flights of stairs to gather snow to boil for water, then

make her way back up the stairs with a bucket in one hand and her baby in the other. Paata, meanwhile, focused on staying alive. With the local police now a corrupt criminal organization and Soviet soldiers in the streets, the Georgian resistance soon devolved into gangs at constant war with each other. Paata recalls having friends shot out from his embrace, Ira remembers stepping over bodies in the street, and Vato's first memories are of gunshots and hunger. With the Pantomime Theater, Paata sought safety in Germany; in Georgia, men were targets.

In 1995, Paata, Ira, and Vato emigrated to the United States. Landing in the DC area, Paata and Ira busked on the street, passing the hat for money to buy food. Neither of them spoke English, but they began memorizing dialogue from plays. They sought out other immigrant artists and eventually co-founded the Stanislavsky Theater Studio in 1999. With 175 embassies, ambassadors' residences, and international cultural centers, Washington, DC is one of the most culturally diverse cities in the nation, yet there was no other theater like Stanislavsky Theater Studio in the region, and it gained attention. After a few performances, it was clear that Paata and Irina had a signature style that needed its own space to flourish. They formed their own company in 2001, Synetic Theater, combining the words 'synthesis' and 'kinetic'—a dynamic combination of physical art forms.

Taking the DC area by storm, Synetic Theater has created 88 original works in its 20-year history and won numerous accolades, including 31 Helen Hayes Awards and an additional 110 nominations. Vato has become a powerhouse performer and director in his own right, following in his parents' footsteps. The Tsikurishvilis have since created hundreds of jobs; their highly stylized vision offering countless opportunities to some of the nation's top designers in costumes, lighting, and graphic and set design. Synetic also prides itself on cultivating an international troupe of artists, some of whom stay with the company for years and decades.

Synetic Theater has become a monument in the American theater landscape, known for its athleticism, character-based storytelling, and stunning visuals. With its vast classical repertoire, Synetic is a showcase for international stories never seen by American audiences, as well as for more familiar tales. Now entering its third decade, Synetic continues to broaden its reach. Synetic's artistry revolves around the custom shown in one of its most acclaimed productions, 'Host & Guest': Everyone is welcome at the table to share in the host's meal. At Synetic, all are welcome to create art.

Mission

Synetic creates unforgettable visceral narrative experiences for every audience by blending visual techniques and movement from around the world and training multidisciplinary artists of all ages.

Vision

That Synetic Theater is an internationally renowned physical theater company, producing work that creates cultural diplomacy, uplifts its community, and provides entertainment and enrichment to people of all ages and from all walks of life.

Our Core Values



The Synetic core values drive the action and focus of our organization. These values inform the decisions of our leadership and guide the entire Synetic community. Synetic's core values are reflected in our mission and vision, and are operationalized through our strategic efforts.

Embrace Our Identity Synetic's identity is rooted in theatrical techniques developed by Paata and Irina Tsikurishvili, whose training and experiences span the Republic of Georgia, Russia, Germany, and the US. As immigrants, they have blended the skills they have learned in other cultures to create the unique artform that is Synetic and which reflects the diversity of our country. The company's artists cultivate and reinforce this school of storytelling through training, performances, and education programs.

Elevate Artistry We produce highly professional and original productions through our unique approach to making art, developed and refined over the last 20 years. We are constantly exploring our craft, evolving as international leaders in physical theatre, and pushing the boundaries of design, athleticism, and emotional honesty.

Build a Family We are an international ensemble, driven and passionate individuals who support and motivate, each other while overcoming challenges, pushing our limits, and performing our highest-quality work.

Promote Diversity We welcome and celebrate people of different cultures, races, nationalities, ethnicities, ages, body types, gender identities, and skillsets who are united in their motivation and inspiration to collaborate, practice, and develop Synetic's craft.

Stimulate Audiences We craft stories that emotionally connect with our audience members - challenging, provoking, and entertaining them through visceral theatrical experiences that stir their consciousness and imagination.

Our goals

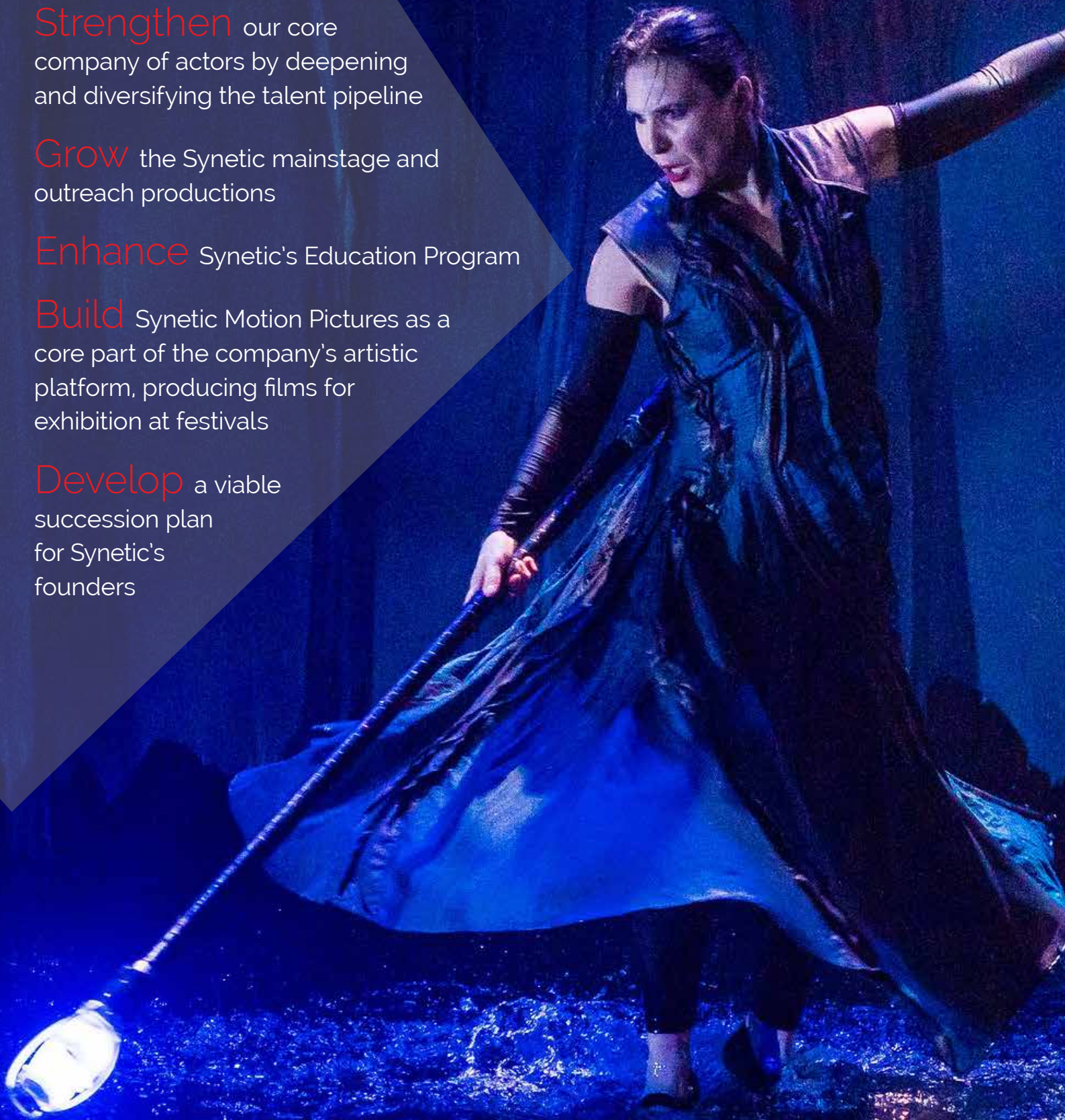
Strengthen our core company of actors by deepening and diversifying the talent pipeline

Grow the Synetic mainstage and outreach productions

Enhance Synetic's Education Program

Build Synetic Motion Pictures as a core part of the company's artistic platform, producing films for exhibition at festivals

Develop a viable succession plan for Synetic's founders





Goals & Objectives

1. **Strengthen** our core company of actors by deepening and diversifying the talent pipeline

The success of Synetic's shows is not possible without artists highly trained in Synetic's unique physical vocabulary. Synetic will continue to be a home for a core team of artists while purposefully recruiting and preparing new talent.

- Formalize training strategy with an eye towards continuity and diversity of talent
- Build partnerships with colleges/universities and other training programs
- Make Synetic a place where artists aspire to work by focusing on equitable salaries, opportunities to grow as an artist, and safety

I am proud that Synetic's use of multiple artistic elements breaks down boundaries and creates an experience everyone can enjoy – no matter whether you are new to performing arts or an aficionado, no matter your language or country of origin.

- PAATA TSIKURISHVILI, FOUNDING DIRECTOR



Goals & Objectives

2. **Grow** the Synetic mainstage and outreach productions

Synetic Theater is a beloved part of the DC arts scene. Through touring, we know its one-of-a-kind performances would also be appreciated by international audiences. The DC theater will serve as a home base for developing new shows, programs and tours.

- Build a regional, national, and international reputation through strengthening the brand of the Synetic experience, touring, and partnerships
- Diversify funding sources both earned and contributed
- Determine and execute long-term plan for performance and studio space



Goals & Objectives

3. Enhance Synetic's Education Program

Synetic Theater Education celebrates movement, acting, dance, and universal storytelling and inspires the next generation of theatre artists through innovative programs for children, professional training for actors, and world class touring productions for all ages.

- Establish a scholarship fund that allows Synetic to provide pre-professional training for talented young artists through camps, classes, and the Teen and Pre-Teen Companies
- Work towards the establishment of a named education/repertory training endowment
- Strengthen the outreach program, identify yearly goals, and train and develop a corps of teaching artists that work steadily with schools in the greater Washington area as well as in Synetic's studio programs
- Continue to identify, develop, and grow long-lasting partnerships that are artistically meaningful, and that contribute to social and cultural transformation within communities
- Plan a summer Madloba Festival which will include student- and alumni-created work, master classes, workshops, and ultimately physical theatre performances from around the world



Goals & Objectives

4. **Build** Synetic Motion Pictures as a core part of the company's artistic platform, producing films for exhibition at festivals

Synetic Motion Pictures is the natural culmination of our dynamic, decades-long synthesis of visual arts. As technology progresses and the entertainment industry shifts more and more to virtual mediums, this is Synetic's opportunity to grow and expand the company's brand. By adapting our most successful and memorable productions into film, we have the potential to reach a truly universal and worldwide audience. As Synetic's art found its own niche within the theater community and made an impact, Synetic Motion Pictures offers the chance to make an even greater impact, now on a global scale.

- Create a solid team of Synetic Motion Picture filmmakers, comprised of artists and technicians from inside and outside the company.
- Develop effective marketing strategies to find new audiences.
- Network with distributors and film festivals to gain local, national, and international exhibition and recognition



Goals & Objectives

5. **Develop** a viable succession plan for Synetic's founders

Founded by the Tsikurishvili family, Synetic has launched the careers of many successful artists and redefined traditional theater. Its continued success is reliant on the development of a new generation of artistic leadership who embrace Synetic's founding history and unique style.

- Develop a comprehensive plan for identified successors
- Develop strategy for artistic leadership development (director, choreographer, composer, etc.)
- Maintain a highly engaged board of directors
- Embrace Synetic's history to inform its future

Synetic is completely original and tells its stories in such a unique way. The company dazzles with their talent and their ability to create new stories or retell a classic in a completely new way.

- ALLISON FOSTER RUCKH, SYNETIC BOARD CHAIR



Thank You!

BY THE NUMBERS FY2022

59 Artists Hired 7,000 Students attended Matinees
2,500 Students Reached through School/Studio Programming
8,000 People reached through Touring Shows
915 Individual Donors \$13,200 Raised for United Help Ukraine

BOARD OF DIRECTORS (2021-2022)

Allison Foster Ruckh CHAIR

Alec Guroff TREASURER

Timothy Carlton SECRETARY

Rick L. Hardy PAST CHAIR

Teresa Ball

Kelly Carnes

Tracy Fisher

Tracy Sayegh Gabriel

Michael Haskett

Stephanie King

Julianna Mahley

Ryan E. Merkel

Ricky Ramón

Sundai Riggins

Blair Ruble

Paata Tsikurishvili
EX OFFICIO

Performances 2002-2022

A Midsummer Night's Dream (2022)
The Servant of Two Masters (2022)
Cinderella (2021)
The Madness of Poe (2021)
Shhhakespeare Review (2021)
The Miraculous Magical Balloon (2021)
Brothers Grimm and other tales (2021)
Joy with Vato Tsikurishvili (2020)
Joy with Maria Simpkins (2020)
The Decameron (2020)
The Phantom of the Opera (2020)
The Snow Queen (2019)
The Tempest (2019)
Treasure Island (2019)
Richard 3.0 (2019)
Cyrano de Bergerac (2019)
My Father's Dragon (2018)
Sleepy Hollow (2018)
The Wonderful Wizard of Oz (2018)
Titus Andronicus (2018)
The Trial (2018)
Hansel & Gretel (2017)
The Adventures of Peter Pan (2017)
The Mark of Cain (2017)
The Hunchback of Notre Dame (2017)
The Taming of the Shrew (2017)
Sleeping Beauty (2016)
Dante's Inferno (2016)
Twelfth Night (2016)
The Man in the Iron Mask (2016)
Romeo and Juliet (2016)
As You Like It (2015)
Alice in Wonderland (2015)
A Midsummer Night's Dream (2015)
A Tale of Two Cities (2015)
Much Ado About Nothing (2015)
Beauty and the Beast (2014)
The Island of Doctor Moreau (2014)
Three Men in a Boat (2014)
Hamlet...the rest is silence (2014)
Twelfth Night (2014)
The Picture of Dorian Gray (2013)
A Midsummer Night's Dream (2013)
Three Musketeers (2013)
The Tempest (2013)
A Trip to the Moon (2012)
Jekyll & Hyde (2012)
Home of the Soldier (2012)
The Taming of the Shrew (2012)
Genesis Reboot (2012)
Romeo and Juliet (2011)
Othello (2011)
Macbeth (2011)
Don Quixote (2011)
King Lear (2011)
A Midsummer Night's Dream (2011)
Master and Margarita (2010)
King Arthur (2010)
Othello (2010)
Metamorphosis (2010)
Antony and Cleopatra (2010)
Dracula (2009)
Midsummer Night's Dream (2009)
Lysistrata (2009)
Dante (2009)
Host and Guest (2008)
Carmen (2008)
Romeo and Juliet (2008)
A Christmas Carol (2007)
Fall of the House of Usher (2007)
Hamlet (2007)
Animal Farm (2007)
Macbeth (2007)
Frankenstein (2006)
Faust (2006)
The Dybbuk (2006)
Dracula (2005)
Bohemians (2005)
Jason and the Argonauts (2005)
Host and Guest (2004)
Buratino (2004)
The Tale of the Fisherman and the Golden Fish (2004)
Master and Margarita (2004)
Crackpots (2004)
Salome (2003)
Host and Guest (2002)
Hamlet (2002)