



LOS ANGELES' HAYWORTH THEATRE RE-OPENING WITH KICKSTARTER LAUNCH FOR DYNASTY TYPEWRITER: "A NEW ENTERTAINMENT EXPERIENCE"

Former Hollywood Improv Booker and artistic director to lease Los Angeles cultural landmark in building owned and occupied by Tilted Productions.

The newly renovated venue is primed to be LA's new hub for comedy, variety, screenings, and more.

After years booking A-list talent at The Hollywood Improv, visionary comedy producer Jamie Flam has set his sights on the historical Hayworth Theatre in the emerging Westlake/MacArthur Park neighborhood.

Originally opened in 1926, the venue has been meticulously restored by owners Jenji Kohan and Christopher Noxon, who worked with celebrated architect Linda Brettler. The space crackles with creative energy and is poised to become a crown jewel of LA entertainment. The theater will open with a Kickstarter campaign, a grand opening slated for March and pre-season shows beginning in late 2017. This crowdfunded soft opening will afford the theater an opportunity to incorporate preliminary feedback from performers and audiences.

Flam is a staunch and longtime advocate of bridging the gap between the mainstream and indie comedy worlds. During his six-years at The Improv the club saw a significant spike in attendance, he booked an ever-greater number of music and variety acts, and he oversaw the rebirth of The Lab, The Improv's experimental annex venue. He is an ideal candidate to helm what will be the area's only dedicated comedy and arts venue. Flam's warm, eclectic, highly curated shows will offer a completely different experience from a traditional night out at the two-drink-minimum comedy club.

Comedy has entered a new golden age, and audiences' tastes have improved as well. Dynasty Typewriter at the Hayworth understands the demand for more sophisticated, diverse, and connected experiences. In addition to stand-up, seasonal programming will include live podcasts, theatrical performances, film screenings, speaker series, and intimate concerts. Tent-pole galas, workshops, and cultural events will round out the schedule, and a membership plan is in the works.

Flam is a fifth-generation Angeleno, and his family's roots in the community run deep. In 1915, his great-grandfather opened Angelus Typewriter in Downtown LA. Inspired by the family heritage, Flam has created a fictional business to give the venue an instant personality—Dynasty Typewriter, "the typewriter titans of the entertainment industry," on whose machines countless film and television scripts were typed.

The Kickstarter campaign, which will focus on pre-sale tickets and memberships, will launch on Tuesday, October 24th.

ADDITIONAL LINKS:

Kickstarter for Dynasty Typewriter at The Hayworth (site live October 24th)

Historic Hayworth Theatre is entering a new stage of life (LA Times, 2014)

HBO Writers Moving Into Westlake's Historic Hayworth Theater (Curbed LA, 2014)

Improv Booker has thriving labs for humor experiments (Jewish Journal, 2016)

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