



Southern Cross

This is a fun story in the vein of *The Rocky Horror Show*, but instead of having a go at 50s horror movies, its subject is the advertising business -- 30 second to sell anything to everyone, in this case lemonade.

We've got the harried executive who agrees to everything the client says; the innocent newcomer, Alice, who finds career and romance on the third floor; the tart secretary who proves she's not the

London bimbo everyone thinks she is; the client who must always be right even if his product isn't that good; and the over-the-top director who believes commercials are a work of art.

The play is purely for fun--don't come in wanting an analysis of the advertising world, come to have a good time.

This is how to have good night at the theatre, no pressure, no hard seats and guaranteed good watching.



Humor and blithe innocence
Time Out London

Funny, satirical, always somewhat affectionate,
the show is as amiable as 42nd Street NY Resident

Madison Avenue, a sophisticated,
witty musical North Shore Magazine

EVERY SONG IS A GEM

Laurie Lawson

Centered around obtaining and maintaining the account for Leonard's Lemonade, a cast of lovable characters show you what it's really like in the insane world of advertising. The Women on the Move (Randi Cooper, Michelle McDermott, and Sara Laine Terrell) are the executive females on their way up the ladder. Jordan Church is Alice O'Connor, the sweet young ingenue entering the Madison Avenue madness. Bruce Singer (Donald Fish) is the would-be writer, just doing time on the Avenue until he sells his first script. J. Quinby IV (Bill Goodman) is the slightly stuffy, well established executive. His secretary, Honeydew Plushbottom (superbly portrayed by Nicole Sislian) is from Bay Ridge; she sport baubles and jewels all over her body along with two-inch, brightly painted fingernails. The Media Rep, the Marketing Researcher, and the Video Director are portrayed by Tony Rossi. No matter what character he's in, you begin smiling as he hits the stage.

In addition to having a marvelous, talented cast, every song in *Madison Avenue* is a gem. "Thirty Seconds" bemoans the impossibility of the task ("30 seconds of

celluloid; keep the client happy or you're unemployed"). Sislian uses "Client Service" to work the audience and endear her character to you forever more. Fish displays his formidable talent in "Leonardo's Lemonade/Lennie's Lemonade/Leonard's Lemonade," and Church belts out a sultry, torchy "Upper East Side Blues."

The choreography is also excellent. In "L.A. Freeway," the lecherous Media Rep and the innocent Alice engage in a mace vs. breath fresher tete a tete. Bruce and Alice perform a fantastic Fred and Ginger routine in "Office Romance." Did I mention the dancing lemons?

And, as a bonus, when the play is not on, you get to listen to some of your favorite commercial music. Remember "I'd Like To Buy The World A Coke?" How about the "Chiquita Banana Song" or the theme song for "Slinky?"

Madison Avenue is a slick production, guaranteed to amuse and charm even the most jaded of theater patrons. I'm totally sold, and you will be too!

Rating A+
Punch International

Madison Avenue, the subliminal musical is written by Gary Cherpakov (music, lyrics), Paul Streitz (book, lyrics) and Robert Moehl (music, lyrics). The musical has been performed in New York City as a showcase, a cabaret and an Off-Broadway production. In addition, it has been done in dinner theater in Boston, and ran for three months in London's fringe theater.

The musical can be played as a cabaret production with a cast of five (2 females, three males) or as a mainstage production with four lead roles (2 females, 2 males), fifteen featured roles, plus a chorus.

Orchestration is for piano, bass and drums. The set is a single office desk and two chairs. Costumes are contemporary office attire, with the exception of the "Lemons" who require chorus girl/boy outfits.

The Off-Broadway cast recording is available through Original Cast Records. There is a CD of old commercials for intermission music, a promo video for group sales, and TV and Radio Commercials for local use.

Please contract your representative at Samuel French for licensing, CDs, and promo material (212-206-8990). If you have questions about the production, please call me at 212-971-1094.

Paul Streitz