

Operetta leads at Stratford

The Stratford Festival ended its 1981 season with box office receipts in excess of \$5.5 million, the festival has announced.

The total box office, \$5,525,000, represents a percentage figure of just over 74 per cent of capacity sales.



H.M.S. Pinafore led at box office.

The festival mounted 340 performances of eight productions, including a series of six evening concerts, at the Festival and Avon Theatres from June 4 through October 31. Total attendance at all performances during the 21-week season was 435,000, or 75.2 per cent of capacity.

Leading the box office in 1981 was the Gilbert and Sullivan operetta *H.M.S. Pinafore* at the Avon Theatre, which did 92.4 per cent in its 59 regular performances from June 15 through August 9.

The second highest box office total in 1981 was achieved by Richard Brinsley Sheridan's eighteenth century comedy *The Rivals*, which was also presented at the Avon Theatre. *The Rivals* closed at 79.5 per cent of capacity for 33 regular performances from August 8 through October 31. Friedrich Dürrenmatt's twentieth century drama *The Visit*, which closed October 4 after 23 performances also topped the 75 per cent mark with box office receipts of 75.7 per cent.

At the Festival Theatre, *The Taming of the Shrew* realized 77 per cent of box office capacity in 43 regular performances June through October, and 85 per cent in 15 student matinee performances in September and October.

The Misanthrope, by Molière, enjoyed the second highest box office

receipts at the Festival Theatre: 73.6 per cent over 34 performances.

Attendance at each theatre, averaged over the season, stood at 1,613 people each performance at the Festival Theatre (out of a capacity house of 2,262) and 925 at the Avon Theatre (capacity: 1,107).

The festival's box office produced 78 per cent of total revenue in 1981, with the remainder accounted for through government grants and private fund raising.

Artists get grants

The Canada Council has awarded grants totalling \$1,594,635 to 137 artists.

The grants cover living expenses for periods of four to 12 months and may also include an allowance for project costs and travel necessary to the artist's project.

The council has also announced that Roxane D'Orleans Juste of Fleurimont, Quebec, has been awarded the Jacqueline Lemieux Prize in dance. The prize is awarded on the recommendation of a jury to the best candidate in each of the council's two annual competitions in dance. It was established last December in memory of Jacqueline Lemieux, dance teacher and co-founder and administrator of the Entre-Six dance company.

Canadian film centre in U.S.

A new film centre, designed to promote quality Canadian films, opened recently in Beverly Hills, California.

The Film Canada Center, sponsored by the National Film Board of Canada (NFB), is intended to expand the audience for Canadian films and win a larger share of the United States and international markets, said executive director Roland Ladouceur.

Canada offers a first class environment to combine creative excellence with commercial success, Mr. Ladouceur said. However, Canadian film resources are not fully utilized because of the modest size of the home market, the rising cost of making and marketing motion pictures, the limit to government assistance and the problem of assembling all required funding.

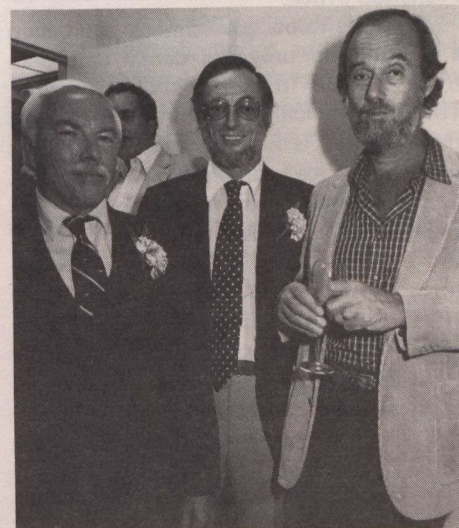
The new office will serve to improve contacts between the Canadian and American film communities, provide better access to reliable information, and

stimulate the development of production and marketing activities, added Mr. Ladouceur.

The American film and television marketplace is the largest in the world and a successful release in the U.S. can lead to substantial international distribution. Many Canadian films can recover their costs and become profitable through that route. Film Canada Center will monitor all sectors of the market and improve liaison with the United States based acquisition personnel and foreign agent community.

The centre also aims to assist Canadian producers in completing their production projects through better rapport with local sources for entertainment capital, interim financing, co-production and package development.

Mr. Ladouceur pointed out that Canada offers excellent locations, studios, laboratories, and all the creative and technical skills needed by Hollywood producers. The centre will work with Canadian film promotion officers, unions, guilds and trade associations in creating greater awareness of the film locations and resources available in Canada.



Left to right: Canada's Consul General in Los Angeles Jim S. Nutt, Film Canada Center's executive director Roland Ladouceur and Canadian producer of the TV series M.A.S.H. Burt Metcalf at the official opening of the new centre.

The Film Canada Center is being sponsored by the National Film Board of Canada as part of its mandate to support the Canadian film milieu. Executive director Roland Ladouceur has been active in various sectors of the Canadian cinema since 1953. He spent ten years as manager of the NFB offices in Paris and in New York.