



NEWS RELEASE

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FOR IMMEDIATE RELEASE: March 18, 2013

- WHAT:** Hair
- WHEN:** Saturday, April 27, 8 p.m.
- WHERE:** Fine Arts Center Concert Hall
University of Massachusetts Amherst
- TICKETS:** Call 1-800-999-UMAS or 545-2511 for tickets or go online to <http://www.fineartscenter.com/>
- IMAGES:** To download images relating to this press release please go online to <https://fac.umass.edu/Online/PressRoom>

THE TONY AWARD-WINNING SMASH HIT BROADWAY REVIVAL OF H A I R COMES TO THE UMASS FINE ARTS CENTER

"Diane Paulus's thrilling, emotionally rich production delivers intense, unadulterated joy!"
—Ben Brantley, *The New York Times*

Hair: a celebration of peace and love!, the 2009 Tony Award-Winning Best Musical Revival directed by Diane Paulus, will play the Fine Arts Center Concert Hall for one night on Saturday, April 27th at 8 p.m. The performance is followed by the free “*Let Your Hair Down: The Mohegan Sun After Party*” on the plaza. All generations welcome. Whether the audience is inclined to the hippie vibe or the hip “Mad Men” generation, the plaza will be groovin’ with a 60’s dance party. There will be music, refreshments, and a cash bar. Audience members are encouraged to dress to impress as hippies or swingers and win prizes.

With an iconic score including chart-topping hits such as “Let the Sun Shine In,” “Aquarius,” “Hair” and “Good Morning Starshine,” *Hair* energetically depicts the birth of a cultural movement in the ‘60s and ‘70s that changed America forever. The musical follows a group of charismatic, free-spirited young people who passionately preach a lifestyle of pacifism and free-love in a society riddled with intolerance and brutality during the Vietnam War. *Hair*’s powerful message resonates as much today as it did 40 years ago when the show opened on Broadway.

This critically-acclaimed revival became a theatrical tour de force in its limited engagement in Central Park later moving to Broadway where it won the 2009 Tony Award for Best Musical Revival as well as the Drama Desk, Drama League, and Outer Critics Circle award for Outstanding Revival of a Musical. Directed by Diane Paulus, who also directed the Tony Award-winning revival of *The Gershwins' Porgy and Bess*, and choreographed by Karole Armitage, *Hair* features a book and lyrics by Gerome Ragni and James Rado with music by Galt MacDermot.

Hair premiered on Broadway on April 29, 1968. It was the first rock musical to make a play for mainstream success on the Great White Way. But the novelty of the show didn't stop with its music or references to sex and drugs. *Hair* also featured a much-talked-about scene at the end of its first act in which the cast appeared completely nude on the dimly lit stage. *Hair* quickly became not just a smash-hit show, but a genuine cultural phenomenon that spawned a million-selling original cast recording and a #1 song on the pop charts for the Fifth Dimension. Forty years after its initial downtown opening, Charles Isherwood, writing for the *New York Times*, placed *Hair* in its proper historical context: "For darker, knottier and more richly textured sonic experiences of the times, you turn to the Doors or Bob Dylan or Joni Mitchell or Jimi Hendrix or Janis Joplin. Or all of them. For an escapist dose of the sweet sound of youth brimming with hope that the world is going to change tomorrow, you listen to *Hair* and let the sunshine in."

For those inclined to learn a little more about the historical context of *Hair* there will be a free Creative Dialogue on Wednesday, April 24 12:20 p.m. – 1:10 p.m., UMass, Bartlett Hall, Room 65. This lecture, a part of Theatre 100, looks at *Hair* as a groundbreaking piece of musical theater. UMass Theater Professor Megan Lewis will explore issues of race, sexuality and anti-war statements made by the piece, as well as the sociopolitical and historical contexts of the 1960s and its application today.

Tickets for HAIR are \$50, \$40, and \$20; Five College, GCC, STCC students and youth 17 and under are \$20. For tickets call the Box Office at 545-2511, toll-free at 800-999-UMAS, or purchase online at fineartscenter.com. The performance is sponsored by UMass Alumni Association, United Wealth Management Group, Baystate Medical Practices, The Republican masslive.com, 93.9 WRSI, and Mohegan Sun. (Advisory: contains brief nudity and mature subject matter.)

PHOTOS

Hi-res photos available for download: <https://fac.umass.edu/Online/PressRoom>.

PRESS PASSES

A limited number of press passes are available. Please contact Shawn Farley at 413-545-4159 or sfarley@admin.umass.edu.

ABOUT THE FAC

The Fine Arts Center, located on the UMass Amherst campus, is a presenter of music, dance, theater and the visual arts, bringing hundreds of outstanding and provocative artists to the Pioneer Valley for over 35 years.

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