

CITY THEATRICAL

NEW YORK • LONDON

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For Immediate Release

City Theatrical Welcomes Al Crawford As General Manager

City Theatrical is proud to welcome NYC-based lighting professional **Al Crawford** to its leadership team as General Manager starting on January 1, 2022.

Mr. Crawford has worked globally in a broad variety of genres, with vast experience in the fields of dance, touring, live events, film, video, and theatrical consultation. He has been an entrepreneur and manager of teams that support the creation and implementation of new lighting and scenic projects worldwide. Mr. Crawford will use his keen problem-solving skills, people and project management techniques, and vast understanding of the unique needs of lighting professions and the entertainment industry as a whole to lead City Theatrical in this new role.

“Al has a unique leadership style gained from many years working on tour and in large entertainment projects,” says **Gary Fails**, president and founder of City Theatrical. “He can assess any situation, make decisions, and take action quickly. He knows our industry, the challenges, and how to solve the needs of lighting professionals. He represents the voice of our customer, and we look forward to a strong 2022 and beyond with Al’s leadership at City Theatrical.”

Coming from a similar touring background when he founded City Theatrical in 1986, Gary Fails understands the importance of creative problem solving, entrepreneurship, and entertainment lighting industry relationships for the continued success and growth of City Theatrical. Mr. Fails will remain a member of City Theatrical’s strategic leadership staff.

Prior to joining the City Theatrical leadership team, Al Crawford was the Lighting Director of the world-renowned Alvin Ailey American Dance Theater since 1998. In this role, he produced the lighting for Ailey in virtually every major theater, performing arts center and opera house around the world, having toured to 48 states and over 60 countries, including historically significant performances in Russia, China, and South Africa.

Mr. Crawford also founded Arc3design, a lighting design group dedicated to merging his theatrical aesthetic into all areas of art, architecture, dance, live music, theater, broadcast, and live event production, and is a Board of Trustees member of the University of North Carolina School of the Arts. He also served on the Board of Directors of the Gilbert Hemsley Lighting Programs and was a keynote speaker at the Electronic Theater Controls CUE conference in Madison, Wisconsin.

Mr. Crawford was awarded the Knight of Illumination Award in 2019, which is considered to be one of the top worldwide achievements in Lighting Design. He is a member of United Scenic Artists (USA-829) and the International Alliance for Theatrical Stage Employees (Local 635), and graduated from the North Carolina School of the Arts with a Bachelor of Fine Arts degree.

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Al Crawford

About City Theatrical, Inc.

City Theatrical invents, manufactures, and customizes unique lighting accessories for the entertainment and architectural industries and is the winner of 40+ product and business awards, including the New Jersey Small Manufacturer of the Year in 2015. Founded in 1986 and celebrating its 35th year in business in 2021, City Theatrical has offices in Carlstadt, New Jersey and London, England. City Theatrical products include the multi award-winning DMXcat® Multi Function Test Tool, Multiverse® wireless DMX/RDM and SHoW DMX wireless DMX systems, QolorFLEX® brand of professional LED linear lighting including QolorFLEX NuNeon®, QolorFLEX 5-in-1 LED Tape, and QolorPIX® Pixel Controlled LED Tape and Controller, QolorPoint® Wireless LED Uplighters, professional lighting software including Moving Light Assistant™ and Vectorworks Spotlight. City Theatrical offers the world's most extensive catalog of entertainment and architectural lighting beam control accessories and hardware. City Theatrical also performs custom manufacturing services and manufactures products on an OEM basis for other lighting manufacturers. Learn more about our professional experience.