

We're Here And Open For Business

At City Theatrical, we are committed to minimizing the spread of COVID-19 while remaining open for business as a New Jersey-based manufacturer. We are devoted to the well-being and safety of our employees, customers, and surrounding community members in Carlstadt, New Jersey, USA, as well as in London, UK, while continuing to create the high quality entertainment lighting accessories we are known for, for the community of lighting professionals we love.



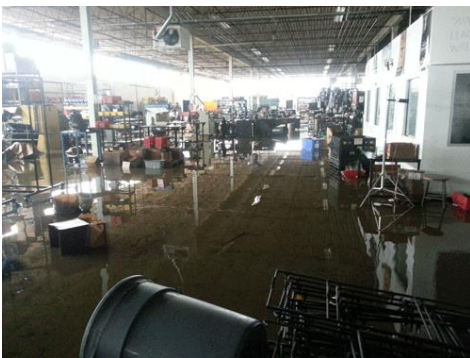
In short, if you need us, we are here for you.

What We're Doing

On Friday, March 20, 2020, we implemented daily sanitizing of our entire 40,000 square foot building with disinfectant and will continue to do so each business day. Those of our staff who can are working remotely; and those working in our factory maintain six-foot separation, and wear masks and other PPE as appropriate for each role.

Looking Back To Move Forward

At City Theatrical, our culture is based on the business mantra: "We will treat problems as an opportunity to learn and grow." Eight years ago, our facility, our business – our world – was nearly shattered by [Superstorm Sandy](#). Despite the damage that came from 39 inches of flooding throughout our facility, we gained strength at our core that can only be forged under pressure. I am still in awe of what the entire City Theatrical staff and our friends and colleagues did to face this adversity, and rise above.



In the case of the flooding in 2012, the challenge was obvious, and we worked together, shoulder to shoulder, to get ourselves – literally – out of water. The challenge now is not obvious, and perhaps the most difficult part is that we are forced to stay apart, making us feel helpless. While we are now faced with a much different challenge than in the aftermath of Sandy, we are determined work tirelessly, maintain our sense of cheerfulness, grow, and make our company and industry better than it ever was before.

Our Vision Of The Future

While our current situation may seem bad, it will get better. It will test us as a country, as an industry, as global citizens. It will test our ability to face hard times and bounce back. But something good will come out of this when we get to the other side. It will be thrilling to find out what that will be. The human spirit of good will eventually prevail – it already can be seen in the music being played on the balconies of locked down Italy. We will soon see a burst of humanity and creativity in the USA as people start to understand what we are all going through together.

How You Can Help

Please be careful to stay healthy. Please do your part to prevent the spread of the virus. Each person who does his/her part to break the spread of infection has done a great deal of good.

We wish you and your family and colleagues health, safety, and cheerfulness during these difficult times.

Gary Fails, Founder and President
City Theatrical
www.citytheatrical.com

P.S. – Great Resources

We've come across some great resources during this time of reflection, and thank the authors for your ability to spark thought and creativity. Keep up the great work!

- Videos of teenage (and older) performers in [NYTimes](#)
- A collection of Broadway musicals, and concerts – from living rooms to opera houses – from [Stages](#)
- Ways to creatively engage with theatre now, by [LondonTheatre.co.uk](#)
- Resources, Training, and “For Fun” links care of [4Wall](#)
- Teaching Archives, Jobs Database, and more from [USITT](#)
- A guide to resources, support, and training by [White Light](#)
- It's also a great time to keep up with the great content posted every day by our wonderful lighting industry publications, including: [American Cinematographer](#), [ETNow](#), [ISP Audio & Light](#) (Spain), [LD+A](#), [Lighting&Sound America](#), [Lighting&Sound International](#), [Live Design](#), [Mondo*dr](#), [Palm Technology](#) (India), [PLSN](#), [Stage Directions](#), and [Worship AVL](#), among others.