



DIRECTOR'S NOTE

JENNIFER GOFF

The Farm Theatre College Collaboration Project is a partnership between a Brooklyn-based theatre company and a select group of colleges across the country. In most years, The Farm commissions a playwright and recruits three colleges to give input on and perform the same new script by that playwright. This year – our fifth collaboration with The Farm – is a little different though. In November, the eight students in this cast had signed up for a Centre Term course called “The Company” or simply auditioned to be a part of a show. Those eight students – along with our student designers – zoomed with playwright Dipti Bramhandkar, and a first draft of *Soft Launch* was soon to follow. Since then, we have worked closely with Dipti as we have rehearsed and she has revised. And what we present for you tonight is the world premiere of a brand new play written specifically for the students who are performing it.

The term “soft launch” refers to a moment in the beginning of the life of a new business endeavor before it is brought fully to market. It is a chance to try things out, to get some feedback, and to prepare for the bigger things that lie ahead. This is a title that applies particularly well, not only to our characters, but also to the new play development process itself. In the play, we follow a trio of college friends pursuing their dreams together a few months after graduation. As they step out into the world beyond their safe college shell, they begin to discover the challenges of standing on their own. And as we present this script to its very first audience, we explore the dramatic potential of a world that was dreamed into existence only three months ago.

Tonight our characters and our company step out of our shells. And while the cracking of a shell may be scary, it also signals the birth of something new.