IIP SOUTH AFRICA

ASSITEJ South Africa, Cape Town
Edge, and Alexander Upstairs

Victoria Gruenberg ‘16
WORK RESPONSIBILITIES

- **ASSITEJ SA**
  - Facilitating theatre festivals in Cape Town and Grahamstown, South Africa
  - Executing business, marketing, and publicity tasks such as generating social media advertisements for shows, soliciting quotes for printed materials, researching potential donors and patrons, and designing evaluation forms
  - Composing documents on behalf of the organization, such as funding reports for festivals and workshops
  - Teaching drama classes to township students aged 6 – 11 or 11 – 16 (optional)

- **Cape Town Edge**
  - Observing and possibly working alongside extremely creative, successful theatre makers in the Cape Town area
  - Assisting backstage functions of shows, such as light board operations (optional)
  - Developing guerilla marketing strategies to advertise shows at festivals

- **Alexander Upstairs**
  - Further interaction with rising Cape Town artists and experience with marketing and publicity
MOST REWARDING ASPECTS

- As a student of theatre, the opportunity to observe and/or work alongside successful theatre makers in this country was extremely rewarding. They are brilliant and resourceful. It is difficult to describe how much I learned from them.

- South Africa is an absolutely extraordinary country. I went to Simon’s Town, Cape Point, Table Mountain, the Botanical Gardens, and saw about 30 theatre productions over the course of 8 weeks.

- Everyone is extremely kind, and going out with friends is cheap because of the conversion rate (R16 = $1)
IMPACT OF MY WORK ON SA

- I introduced a Google Documents infrastructure to ASSITEJ that had previously not existed.

- I was trusted to write an entire funding report for one of ASSITEJ’s newest and most important projects: the African Youth Theatre and Dance Festival.

- I taught 8 classes in theatre to township children ages 6 to 16, and they taught me an appreciation for necessity and imagination.
I am applying for a Fulbright to return to the country and study in a program called Theatre Making at the University of Cape Town.

A chapter of my thesis on political theatre will likely focus on South African theatre devised under Apartheid.

I have friends from Cape Town coming to visit New York in January who will likely stay with me for a bit.
CONCLUSION

- I have scores of office experiences to speak about in future job interviews.

- I was able to both grow through projects assigned to me and take initiative in large ways to make the job work for me – find artists who interested me, find opportunities to improve my basic photography and graphic design skills, shift between companies when one was busier than the others.

- Possibly my entire academic and postgrad trajectory was affected by South Africa. I highly recommend this internship.