

The Bijou Theatre

Television Production

Since 1909, thousands of performers have graced the stage of Knoxville's fourth oldest building, the historic Bijou Theatre. From legendary talents like Dizzy Gillespie, the Marx brothers and Dolly Parton, to lesser-known community thespians and musicians, performers of all stripes have contributed to the Bijou's remarkable story.



Challenge

In June 2006, the Bijou Theatre reopened after extensive renovations. DoubleJay Creative partnered with AC Entertainment to host the reopening celebration and produced an award-winning documentary retracing the history of this local landmark.

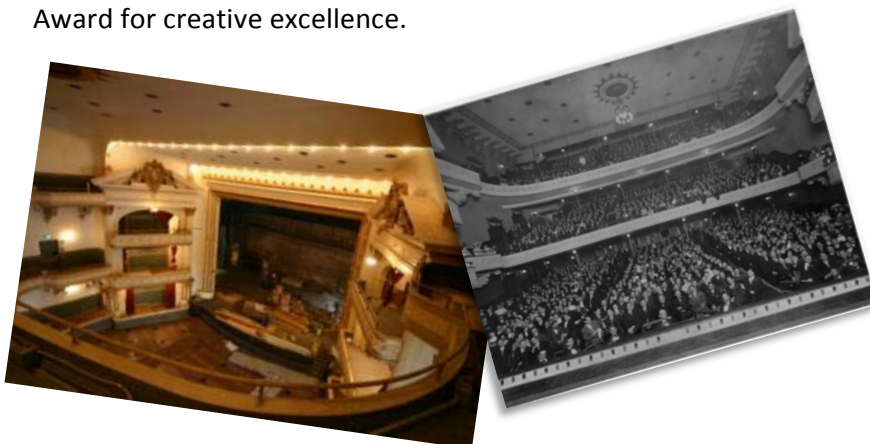


Solution

The reopening celebration played to a full 750-seat auditorium and featured a variety of performers paying homage to the theatre's rich heritage and demonstrating its impressive acoustics. The documentary premiered before this audience and was also simulcast on the local NBC affiliate, WBIR TV10. It subsequently won a Silver Telly Award, the award organization's highest honor, as well as an Aegis award, recognizing the finest film work in the United States, and a nomination for a regional Emmy Award.



Moreover, DoubleJay Creative produced complementary programs for the grand opening celebration as well as a marketing brochure to support fundraising efforts. The marketing collateral received a prestigious Davey Award for creative excellence.



"DoubleJay Creative envisions the possibilities, not the problems. The team at DoubleJay always delivers first-class service and products without cutting any corners."

– FIONA MCANALLY

SENIOR DIRECTOR OF OPERATIONS

AC ENTERTAINMENT