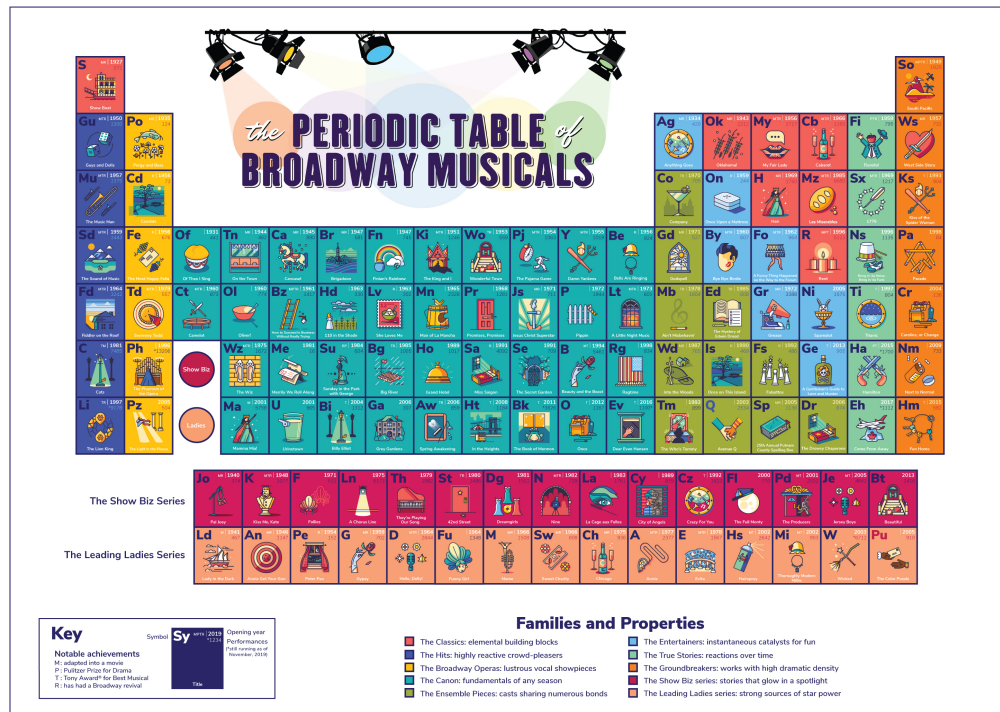


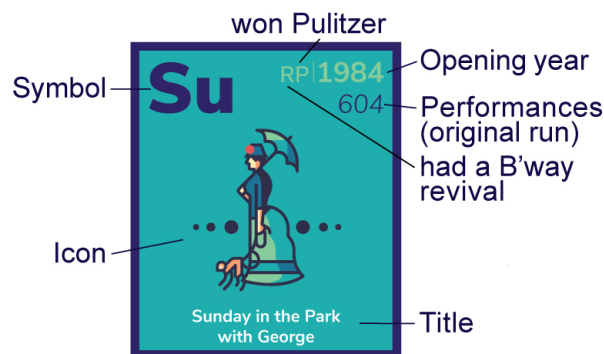
Illustrated Periodic Table of Broadway Musicals Brings 90 Years of Musical Theatre to Life

New poster celebrates 118 shows in the style of every geek's favorite chart.



New York, New York / November 5, 2019 – Award-winning theatre composer and author Andrew Gerle has released an illustrated poster that pays tribute to the Broadway musical using the classic form of the Periodic Table of the Elements.

The poster has a “tile” for each one of 118 shows (the same number as the original Table), featuring information such as opening year, number of performances, awards won, revivals and movie adaptations, plus a witty, full-color icon illustration.



The poster is printed on high-quality, 120lb paper with eco-friendly soy inks, and is available in two sizes, 19"x27" and 24"x36", at www.periodictablebway.com for \$23 and \$29 respectively. Shipping is slated for the beginning of December.

It started as a project to pass the time during a summer stock gig, but once it began to take shape, Gerle thought it could be a fun resource for musical theatre fans and students alike. He was about to go to press when he had the idea to have it illustrated. "I looked at the text-only version, and I thought 'It needs something more –

this is musical theatre!' So I contacted two phenomenal young artists, Tatiana Bischak and Nick Matej, to create an original icon for each show."

Every show tile now includes all the data Gerle collected, plus an illustration that sums up the show or a famous song in one image. *Sweeney Todd* is a bleeding pie; *The Producers* shows a man in a suit smuggling a giant dollar sign out of a theater; *Mame* is just a trumpet with the horn turned into a martini glass.



"It was a challenge to capture the essence of each of these diverse musicals in a small icon, and that made it even more fun," says Michigan-based Tatiana Bischak. "One of the best parts was getting a crash course in Broadway in the process, because I came in with very limited knowledge. I absolutely loved this project."

A [Kickstarter campaign](#) to fund the design process was a smash hit, reaching its goal in only three days and going on to nearly double it. Supporters included die-hard musical theatre fans, experienced Broadway professionals, and even actual scientists. "My first comment was from a chemistry professor," said Gerle, "thanking me for making it truly periodic (organized into families and by date), and that was probably the best compliment I could have gotten."

Daily sneak peeks at new tiles, tied to the date in theatre history, can be seen on Instagram and Twitter @periodictablebway.