

# THE CHIEF

Directed by  
**KYLE HADEN**

Scenic Design  
**BRITTON WAYNE MAUCK**

Media Design  
**SEAN BYRUM LEO**

Lighting Design  
**MINJOO KIM**

Sound Design  
**GERMAN MARTINEZ**

Written by  
**ROB ZELLERS  
& GENE COLLIER**

Costume Design  
**ALETHIA R.  
DEL-MONACO MOORE**

Performed by  
**PHILLIP WINTERS**

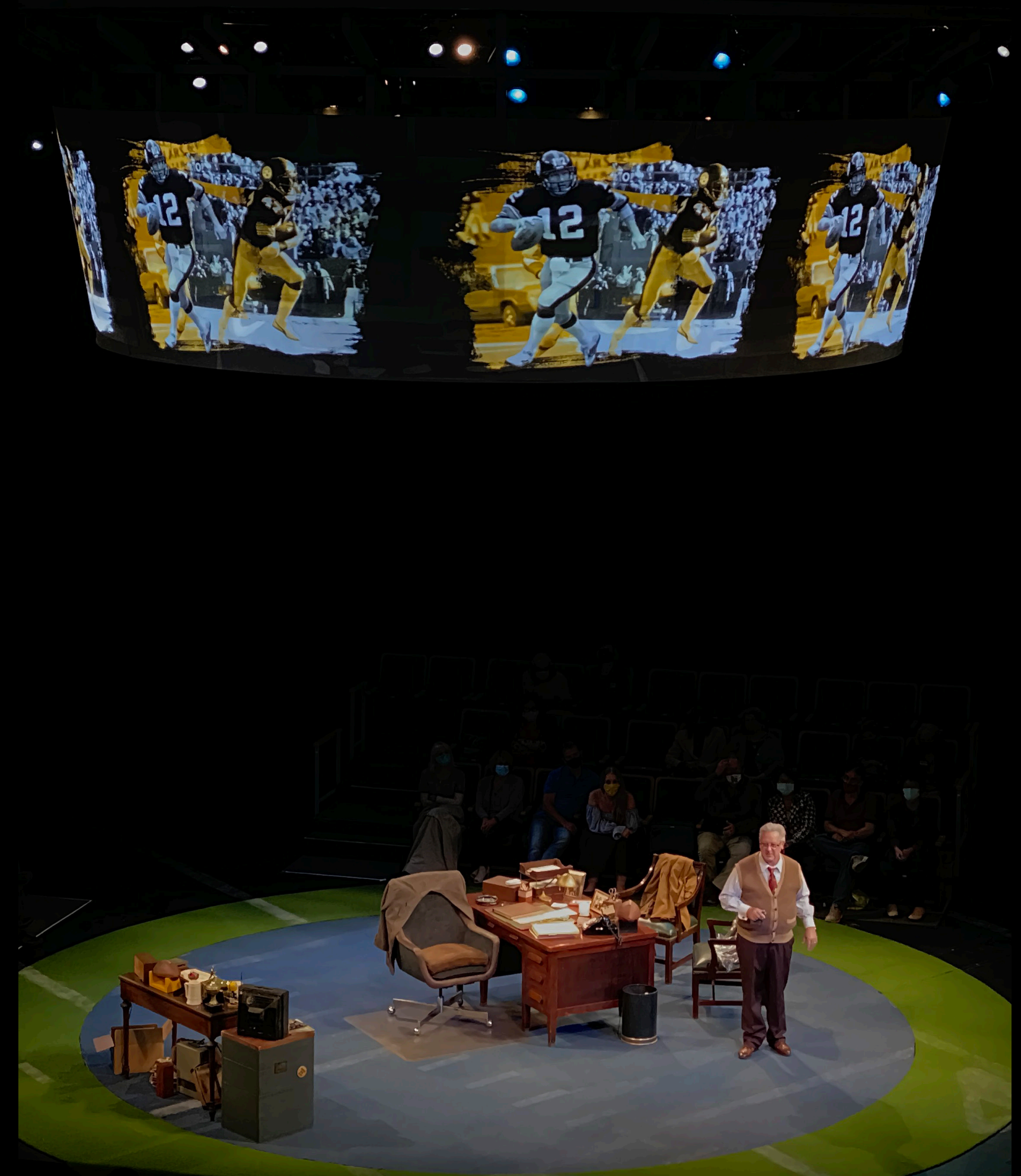
Production Stage Manager  
**PAMELA BRUSOSKI**



PITTSBURGH PUBLIC THEATER OCTOBER 2021

**SEAN  
BYRUM LEO**

**THE CHIEF** goes behind the steel curtain with Pittsburgh Steelers founder Art Rooney in a new production of The Public's favorite classic. **THE CHIEF** immerses audiences in the round with stories of Rooney's humble beginnings up against the ropes of local boxing rings to the peaks and valleys inevitable in the pursuit of the Steelers' first Super Bowl ring.





# THE CHIEF MEDIA DESIGN



The Media Design of THE CHIEF serves to illustrate the moments recalled in the story told by the titular narrator, Art "The Chief" Rooney.

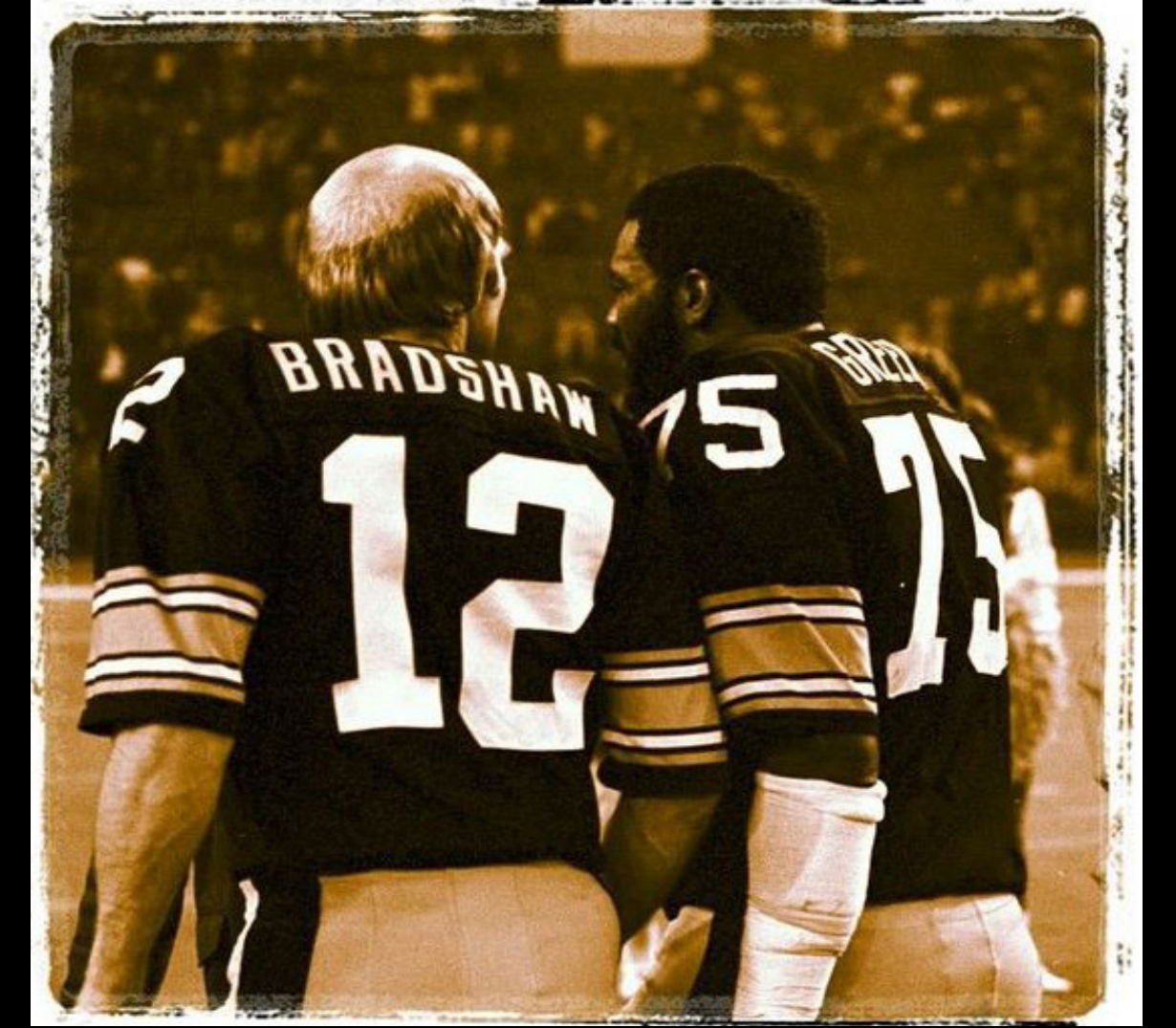
Pittsburgh itself is the backdrop to Rooney's life and his stories. By using the city's iconic colors as a graphic scheme for the imagery, Pittsburgh is featured as a key part of the media narrative.

Pulling from modern design sensibilities (as seen from sports motion graphics e.g. 30 for 30, and The Ringer); colorblocking and isolating key characters and elements can focus our eye as the Chief spins his stories.

The Media Design also serves to connect the past to the present and brings them all together within a unified design aesthetic using steel patina and rust to emulate photo grain and halftone print effects as a textural element as well as for transitions as Rooney flows between eras of his history and the Steel City's.

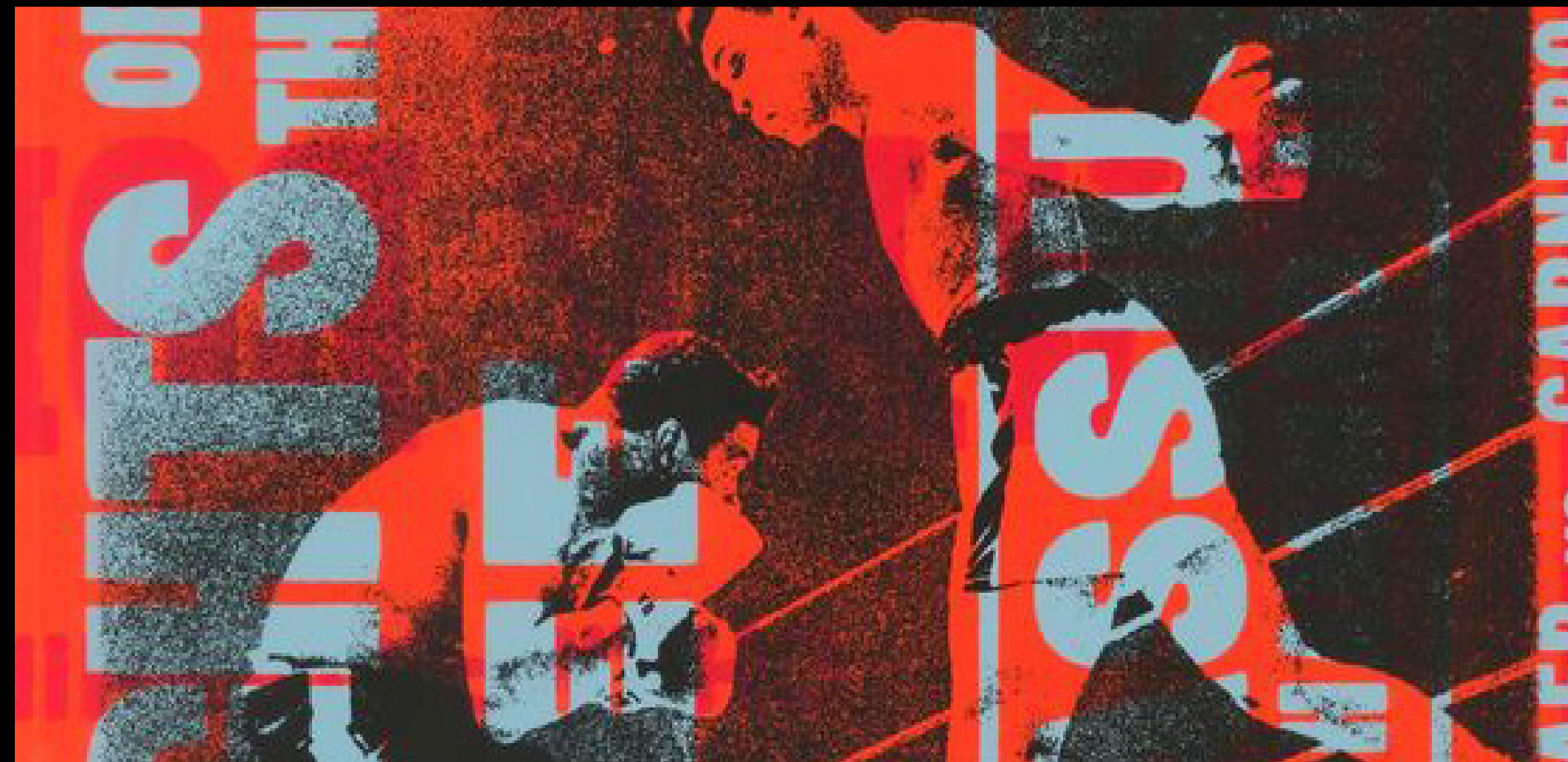
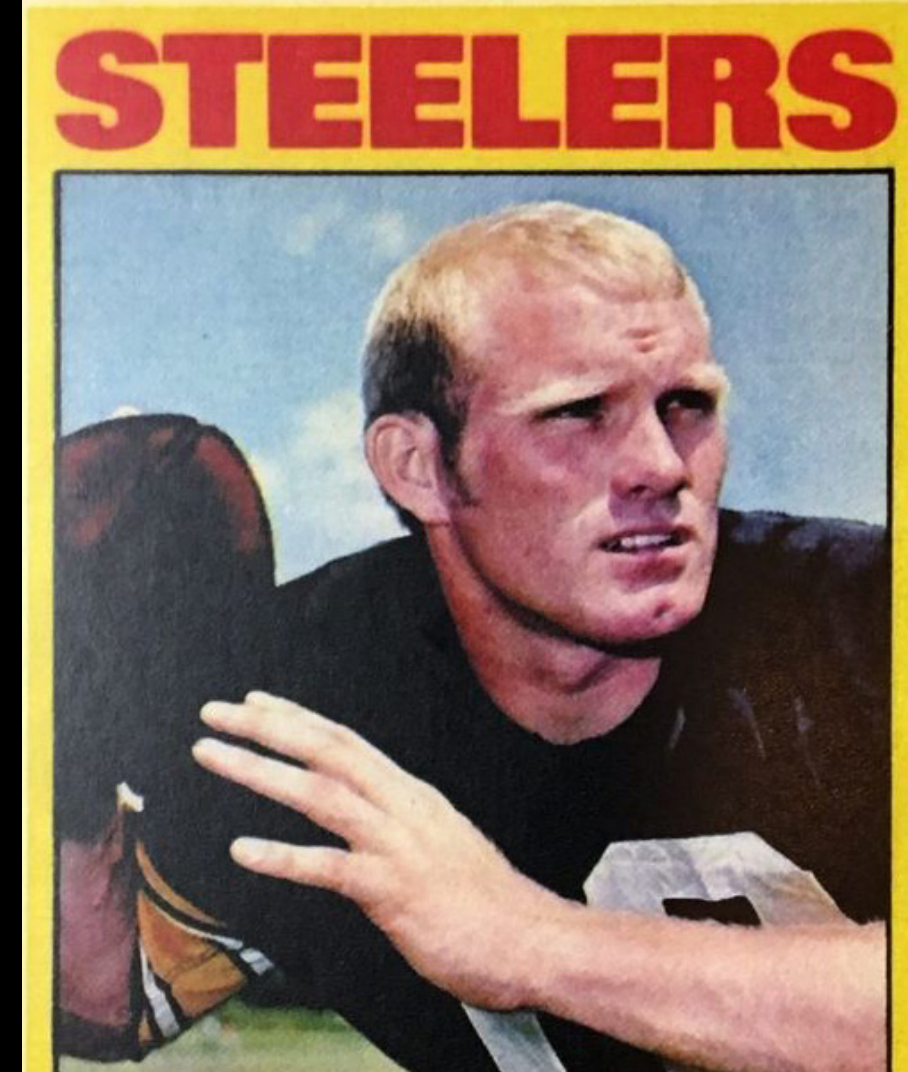






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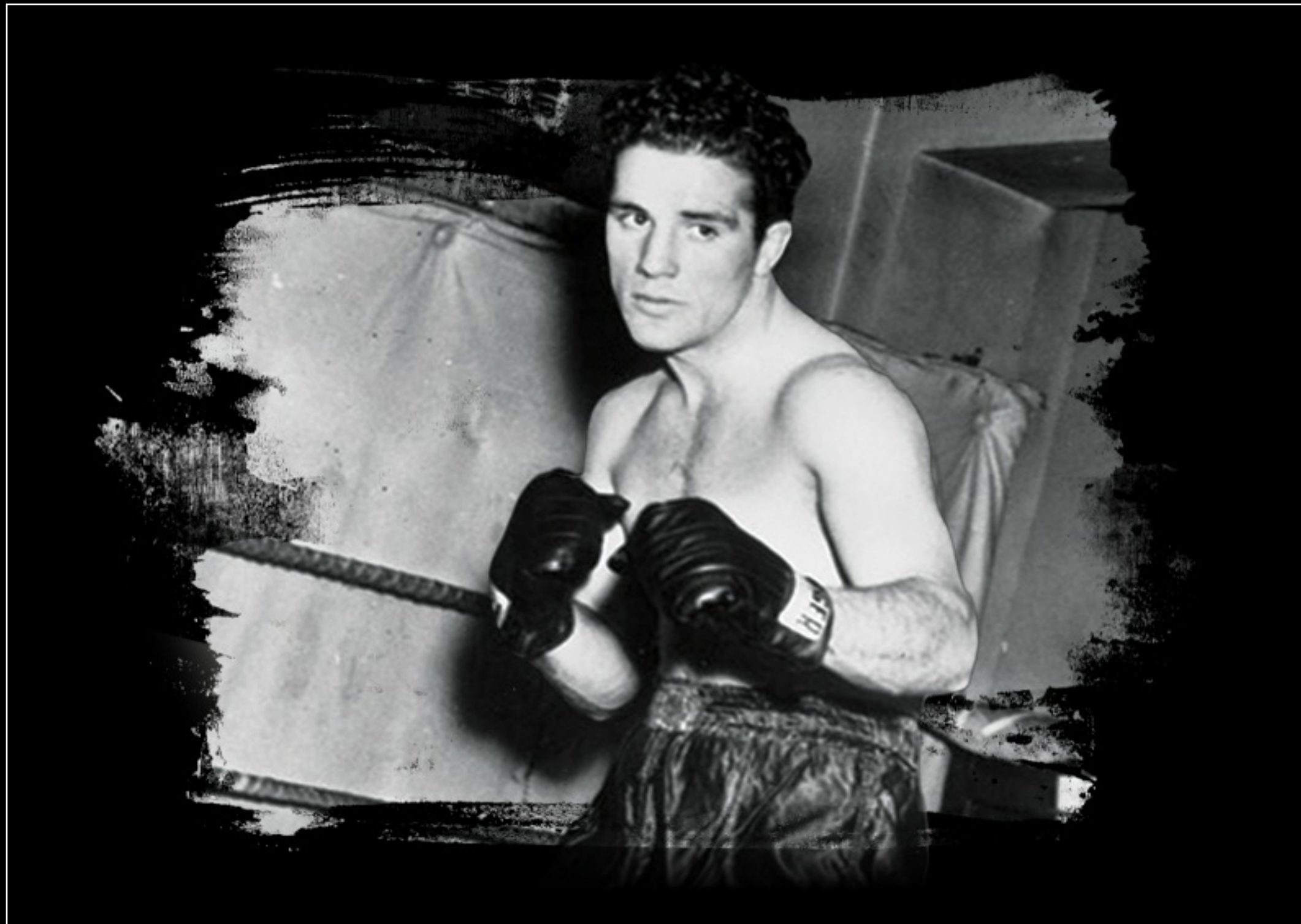




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# SCREEN TO STAGE



BOXER BILLY CONN



"OK, I PROMISED YOU A STORY ABOUT BILLY CONN"



# SCREEN TO STAGE



RUNNING BACK FRANCO HARRIS



"I LOVE FRANCO HARRIS"



# SCREEN TO STAGE



QUARTERBACK TERRY BRADSHAW  
AND CORNERBACK MEL BLOUNT



"THE NEXT YEAR WE DRAFTED TERRY BRADSHAW AND MEL  
BLOUNT AND WON FIVE GAMES."



## SCREEN TO STAGE



(L-R)JOHNNY MCNALLY, JOHN HENRY JOHNSON, TOM TRACY,  
GENE LIPSCOMB, AND ERNIE STAUTNER



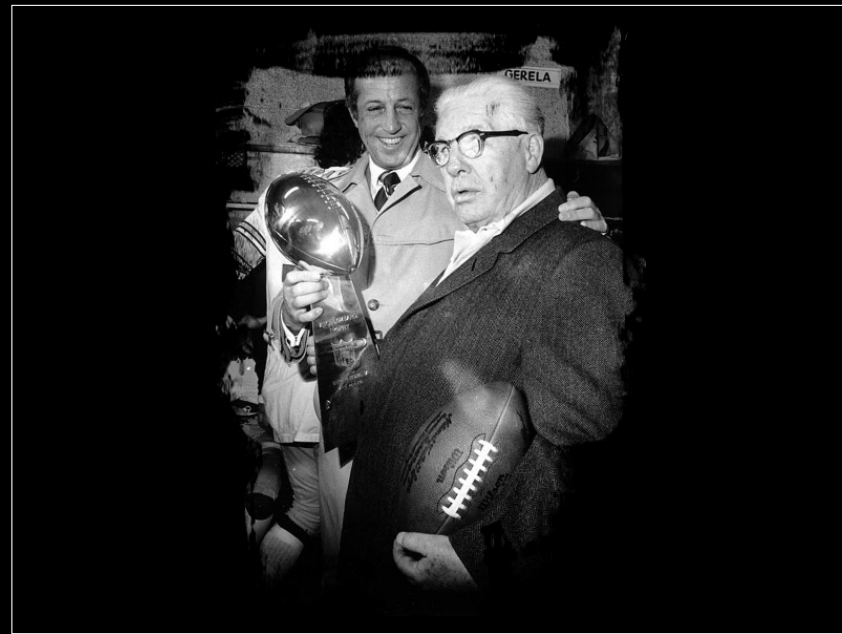
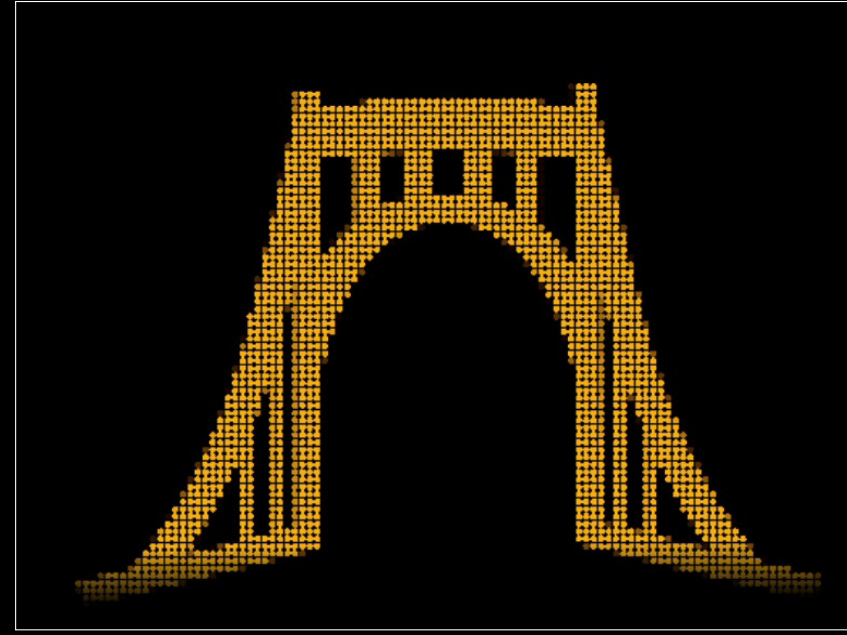
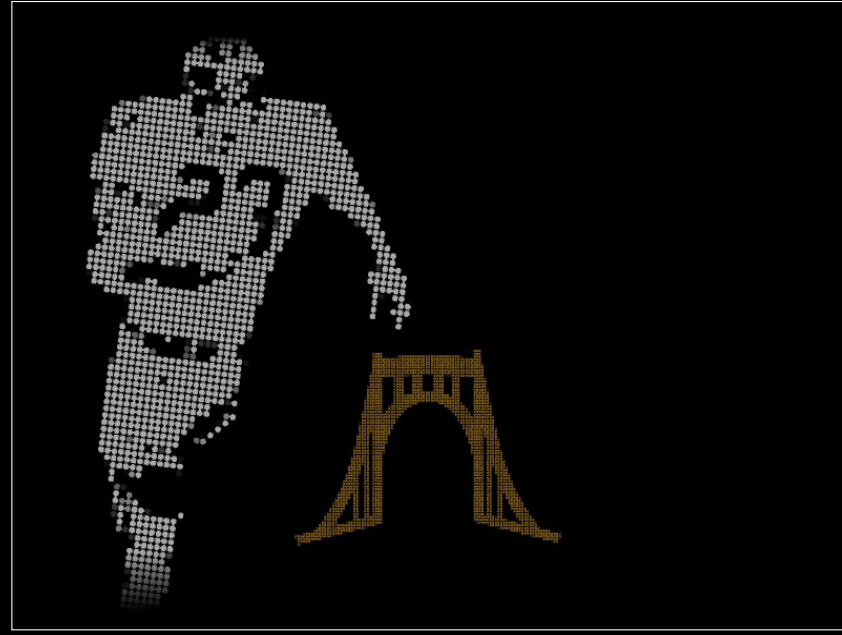
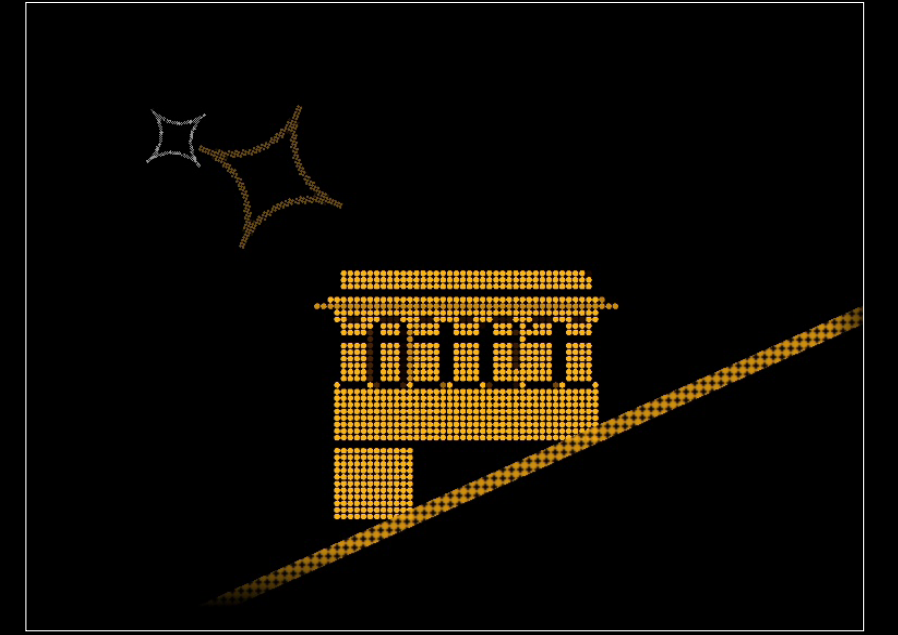
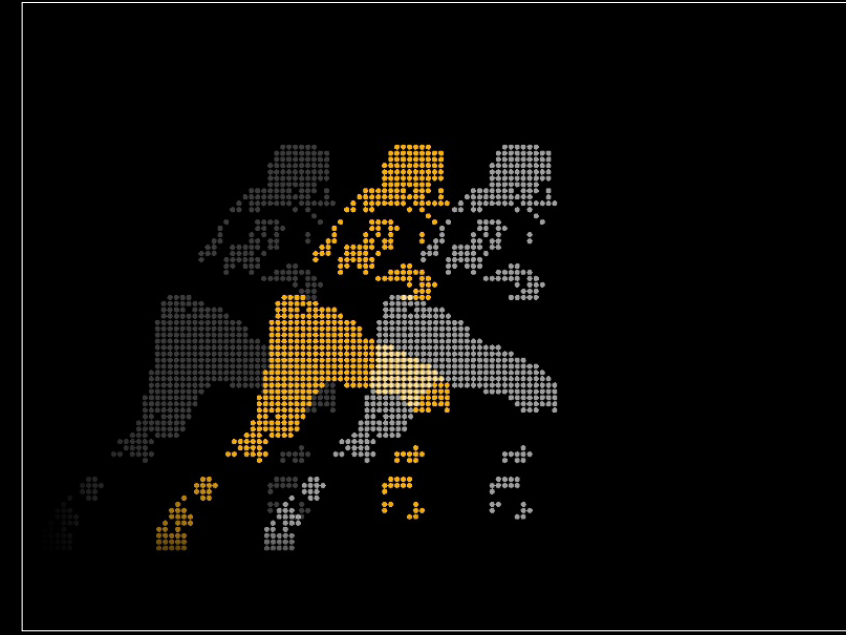
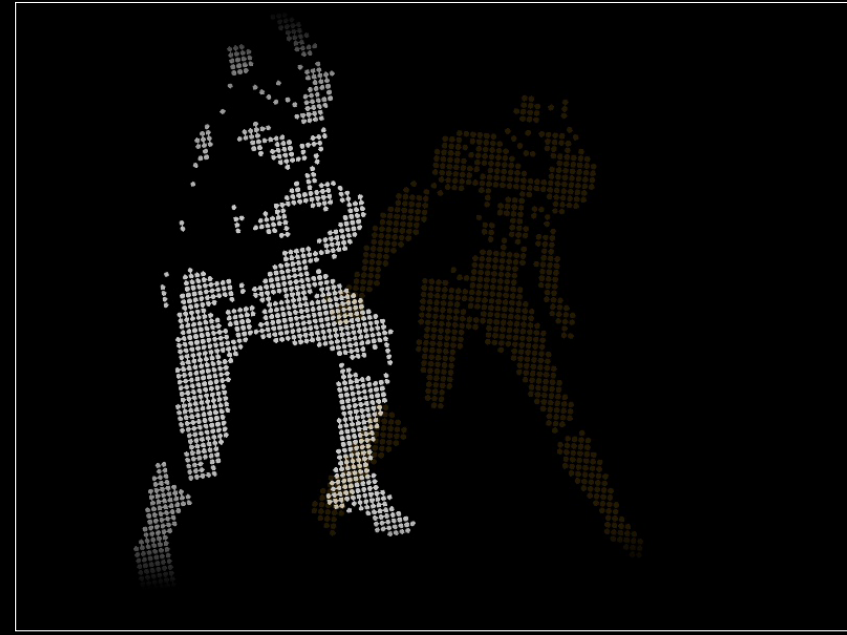
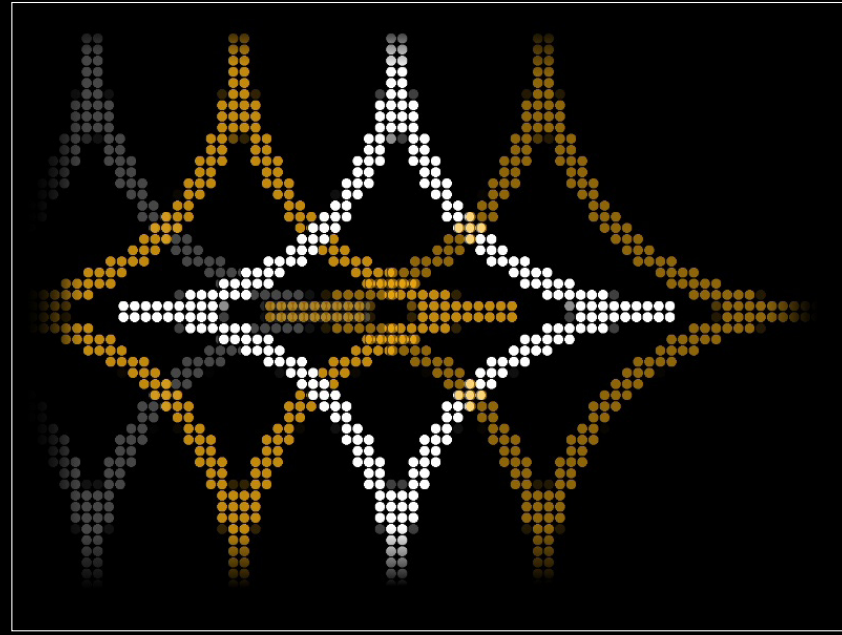
"JOHNNY BLOOD, THE 'SCHIZOPHRENIC POET' -- ON SATURDAYS HE PLAYED FOR NOTRE DAME AS JOHN MCNALLY AND SUNDAYS HE WAS JOHNNY BLOOD THE NFL STAR. HALL OF FAMER JOHN HENRY JOHNSON. USED TO LOVE TO WATCH HIM RUN. TOM "THE BOMB" TRACY. BIG DADDY LIPSCOMB. I COULD FILL A BOOK WITH STORIES ABOUT BIG DADDY. NOT FOR MIXED COMPANY, THOUGH. ERNIE STAUTNER - THERE WAS A DEMS AND DOS GUY IF THERE EVER WAS ONE!

**SEAN  
BYRUM LEO**



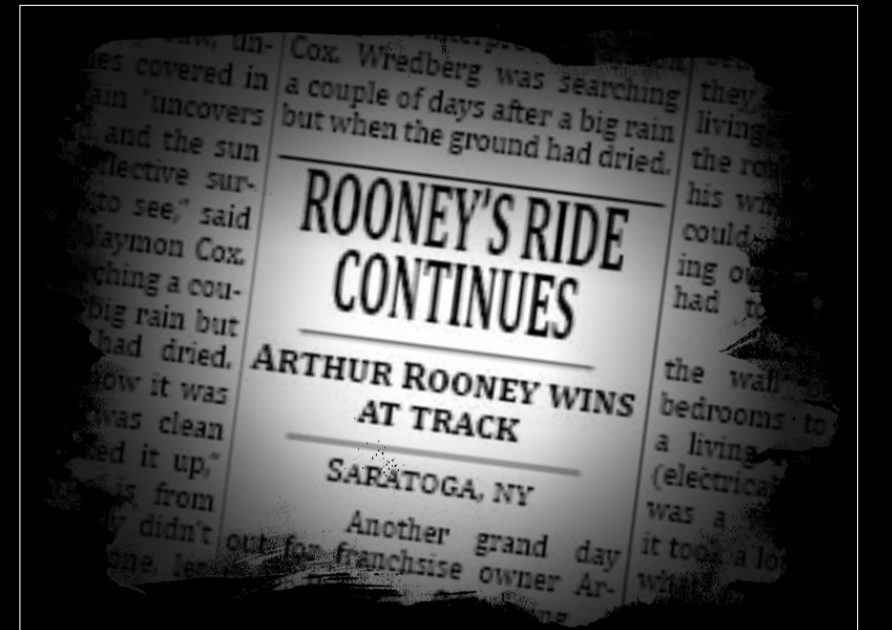
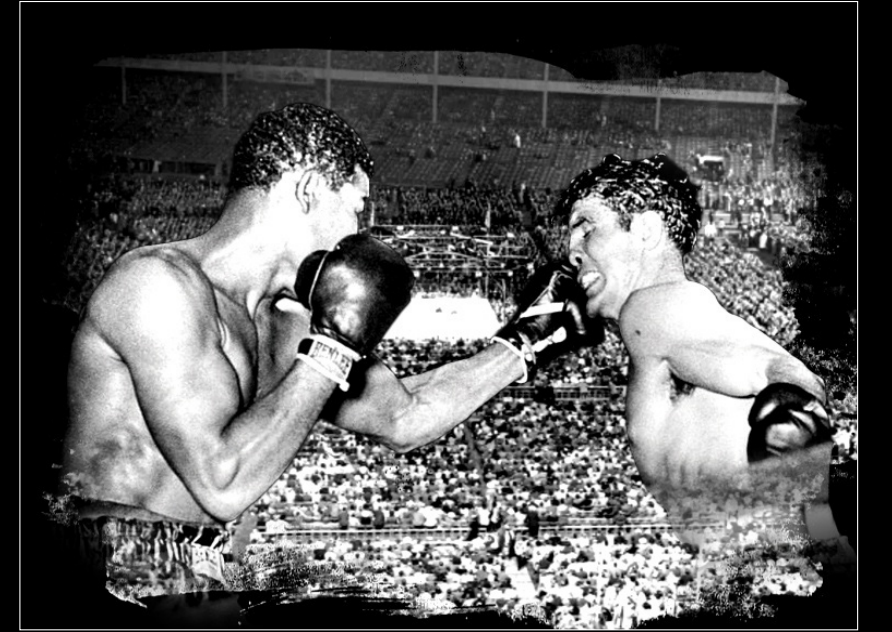
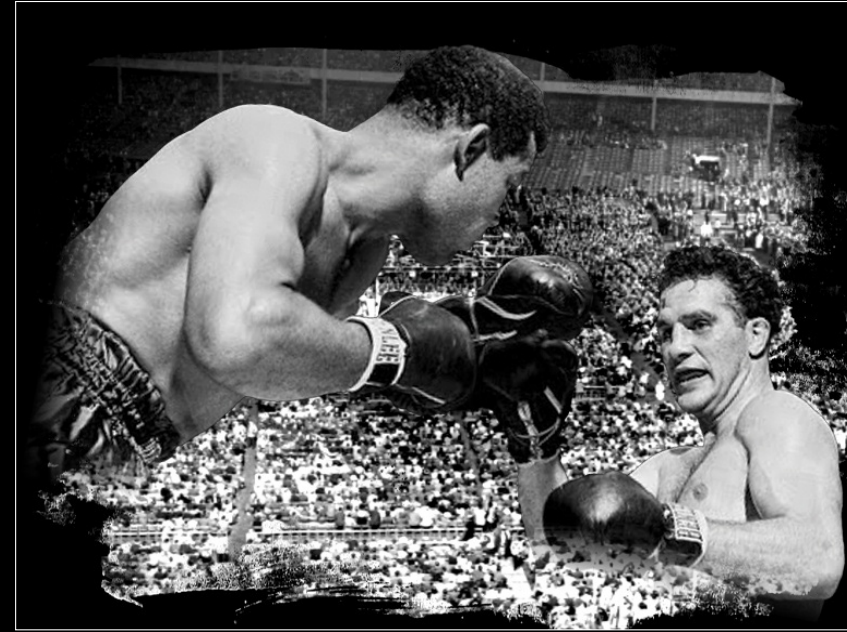
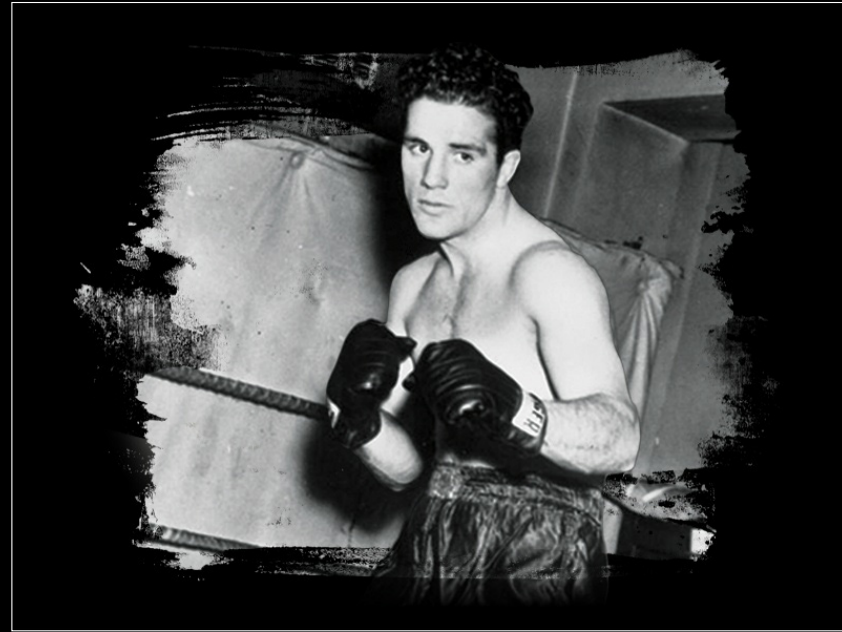
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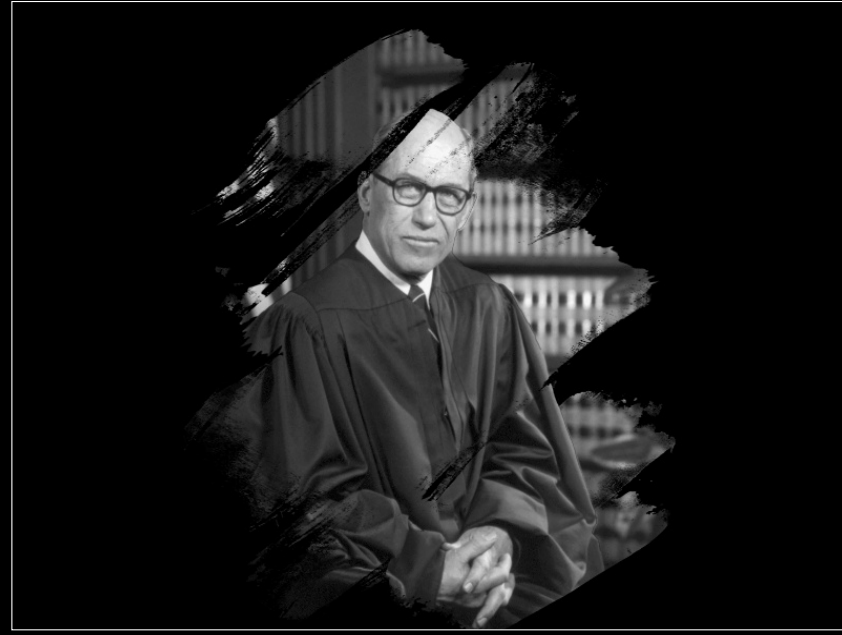
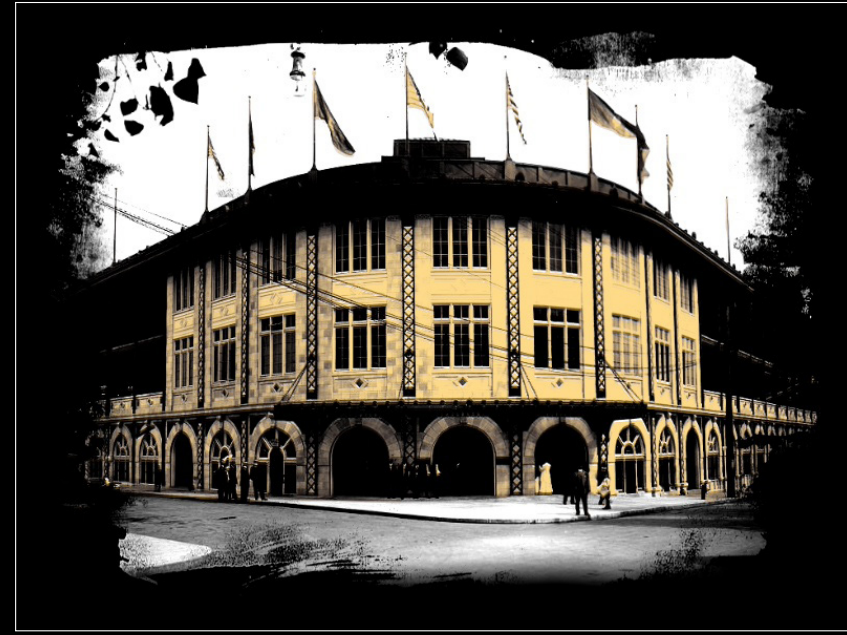
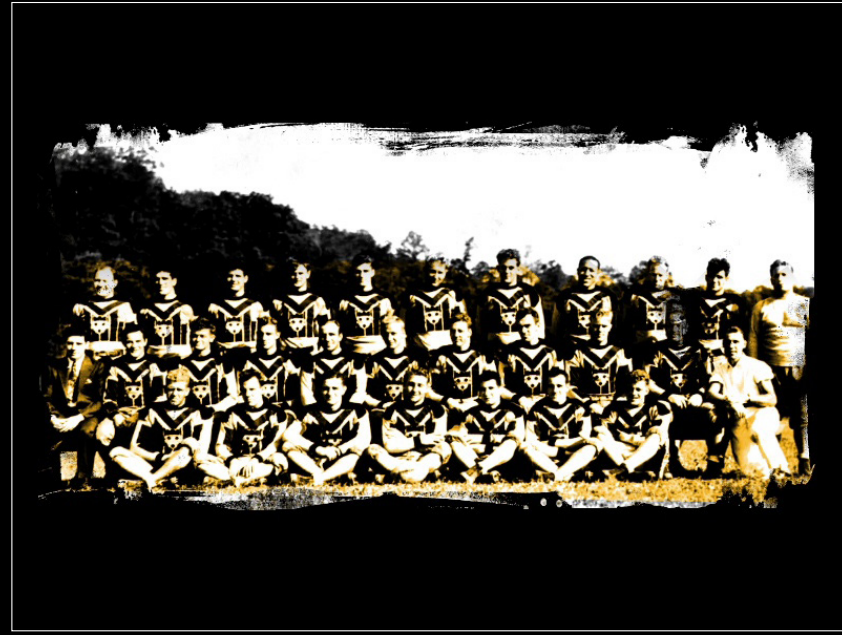
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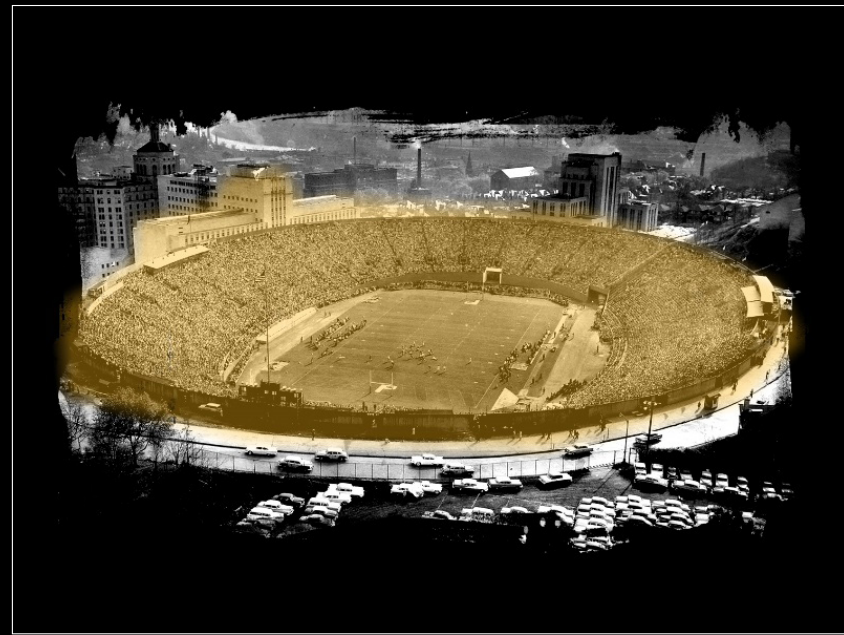
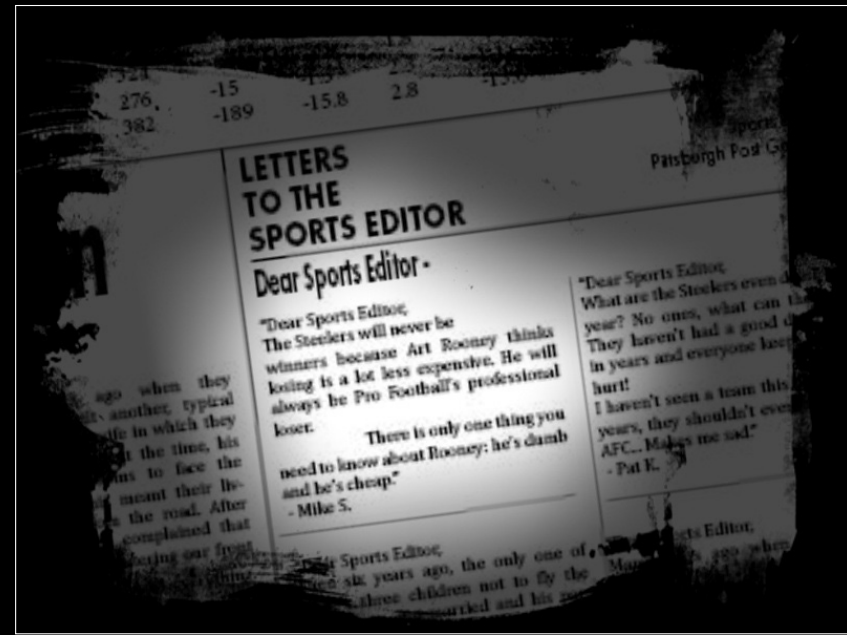
# DIGITAL CONTENT STILLS

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# DIGITAL CONTENT STILLs





# DIGITAL CONTENT STILLs

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THANK YOU  
FOR ATTENDING  
**'THE CHIEF'**  
GET HOME SAFE  
GO STEELERS!



# SEAN BYRUM LEO

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