

Behind the Scenes: Capturing the Swagger of an Era

By Jen Barraza



L-R: Daxton Bloomquist* as Bob Gaudio, Noah Cornwell* as Frankie Valli, Justin Wolfe Smith* as Tommy DeVito, and Noah Archibald* as Nick Massi in *Jersey Boys* (Photo by Brennen Russell, Graphic Design by Sean Keepers)

When audiences see a stunning production photo for an upcoming show, they may not realize the intricate work behind capturing that perfect moment. At The Phoenix Theatre Company, our publicity photo shoots are carefully orchestrated to set the tone, evoke the show's essence, and entice audiences to experience the magic live on stage. From costumes and props to lighting and composition, every detail is meticulously planned.

The world of *Jersey Boys* is drenched in nostalgia and is authentically Jersey. To channel the raw essence of Frankie Valli and The Four Seasons, our marketing team collaborated with the costume shop and prop department to create an era-appropriate look that radiates cool confidence.

The Look: Classic suits, slicked-back hair, and vintage microphones transported our actors straight to the golden age of doo-wop. The costume shop meticulously tailored sharp, era-specific ensembles—think fitted blazers, crisp white shirts, and sleek ties—to embody the signature style of the group.

The Props & Setting: To recreate the electrifying concert feel, we pulled authentic-looking microphones and stage elements from our prop department. A white backdrop is used to be able to put the performers in any scene from the show whether it be a packed concert

hall to an old-school recording studio to a scene under a street lamp... the white background gives our graphic designer a chance to play.

The Vibe: Under the flash of the camera, our actors posed with their signature stance—mid-song, exuding the effortless charm and harmonized precision that made The Four Seasons legends. The final images radiate a timeless appeal, promising audiences an electrifying, hit-filled journey through rock history.

Stay tuned for more behind-the-scenes glimpses into our creative process, and don't forget to [grab your tickets!](#)

Click [here](#) for the Behind the Scenes: Publicity Photos Video.

*Courtesy of Actors' Equity Association, the union of professional actors and stage managers in the U.S.