

ORT moves to hotel stage



Photo by Mark Pynes

ORT performers Doug Schroder, Alan Roseburg, Priscilla Lauris and Deanna Duplechain rehearse a scene from Erskine Caldwell's "Tobacco Road."

By **MATT MEYER**
Of the Emerald

Eugene's professional theater company, the Oregon Repertory Theatre, is changing.

The most obvious change is a recent move from the theater's home in the Atrium building on the downtown mall to the King Cole Room in the old Eugene Hotel.

After years of renting to the ORT at rates far below normal market prices, the Atrium management found renters willing to pay higher rates.

"Like any good landlord would do, as soon as the lease was up they said 'bye, bye,'" says Jay Goldstein, who is handling public relations for the theater company.

But the ORT didn't have to go far to find a new home. After fire marshals closed the old Eugene Hotel, a large lounge was left unused. With lower rent, more space, and freedom to do more things, ORT decided to make the move to Broadway — Avenue, that is, a few blocks away from the Atrium.

Besides the change in locale, Goldstein says he feels the ORT also is establishing itself as a well-polished, professional theater company.

Since its dubious beginning as the Eugene Theatre Company, an acting troupe that always played on the road because it had no home base, the ORT has evolved into a springboard that sends talented actors and technicians on to big name production companies

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