Fox Theatre Opens New Backstage Content Studio Ahead of 2029 Centennial

New media space expands the historic theatre's ability to capture oral histories, produce original content and preserve the voices that have shaped the Fox and Atlanta.

ATLANTA (Sept. 1, 2026) – For nearly a century, Atlanta's **Fox Theatre** has preserved a stage where stories are told. Now, as the historic nonprofit approaches its 100th anniversary, it is investing in new ways to capture, preserve and share them.

Within the Fox Theatre's backstage artist tower, a previously underutilized portion of a rehearsal room has been transformed into a dedicated content studio. The new space gives the Fox a permanent setting to produce original interviews, podcasts and videos, while also providing an additional location for media interviews with visiting artists and performers. Content captured in the studio will contribute to the theatre's permanent archival collection and support a new slate of original Fox Theatre storytelling launching this fall.

With the studio now operational, the Fox is actively seeking stories from artists, employees, community members and Atlantans whose lives have intersected with the theatre. Those with a story or meaningful connection to the Fox are encouraged to submit it through the **Your Fox Story** form, available on the Fox Theatre website and pinned to the theatre's Instagram page.

"We now have the infrastructure to collect Atlanta's stories, preserve them for the future and share them publicly," said Jamie Vosmeier, chief marketing officer of the Fox Theatre. "If you have a Fox story, we want to hear it. This studio gives us a dedicated space to capture and preserve those voices."

The studio is part of a broader period of investment as the Fox prepares for its centennial in 2029. In addition to recent improvements to the historic building, including the new Fox Theatre Gift Shop and renovated Arcade Lounge within the Marquee Club presented by Lexus, the nonprofit is investing in how it documents, preserves and shares its story as it enters its second century.

“For nearly 100 years, people have come through our doors and contributed something to the story of this place,” said Rachel Bomeli, chief operating officer of the Fox Theatre. “Preserving the Fox means preserving those stories, too. This studio gives us the ability to capture them ourselves and ensure that generations from now, people won’t simply be able to see what the Fox looked like. They’ll be able to hear from the people who made it what it is.”

As the Fox expands its ability to capture and preserve these stories, it is also tapping outside creative expertise to help shape its storytelling leading up to the centennial. Atlanta native Terry Washington (Founder / CEO) of Zane Ryder Management, a longtime music, film, sports and entertainment executive, is consulting with the Fox on creative direction specifically tied to the organization’s road to 100.

Based in Los Angeles but deeply connected to his Atlanta roots, Washington brings a perspective shaped by a career across entertainment and an understanding of the city and creative community that have always surrounded the Fox. As part of his centennial-focused work, he is helping identify the people, stories and cultural connections that should be part of the Fox’s road to 100, while ensuring Atlanta remains at the center of how that story is told.

“There is no ceiling too high for a place like the Fox,” said Washington. “It already has what brands and cultural institutions spend decades trying to create: history, authenticity and a genuine emotional connection with people. My role is to help amplify that and make sure the rest of the world understands what Atlanta has known for generations.”

This fall, the Fox Theatre will debut its first slate of original content across its channels, introducing audiences to some of the people and stories being captured as the theatre approaches its centennial in 2029. To stay up to date on the latest from the Fox Theatre, visit FoxTheatre.org or follow @theFoxTheatre on social media.

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About the Fox Theatre
The Fox Theatre is one of Atlanta's premier venues for live entertainment, welcoming more than 200 performances a year in its 4,665-seat theatre. From concerts to ballets, comedy, and movies, the historic venue attracts more than 500,000 visitors annually. The theatre hosts over 100 annual private events like wedding receptions, trade shows, corporate meetings, and association functions in two fabulous ballrooms. The Fox's premium Marquee Club, presented by Lexus, is a 10,000 sq. ft, three-story luxury bar accessible to all Club Level ticket holders or annual members of the Fox Theatre. As a 501(c)(3) nonprofit arts organization, the Fox Theatre stands today as a fiercely protected landmark and a nationally acclaimed theatre. The Fox Theatre proudly acknowledges its partners' generous support: Coca-Cola, Georgia Natural Gas, Georgian Terrace Hotel & Livingston Restaurant, Humana, Lexus, Northside Hospital, and Regions Bank. Tickets for all events are available at FoxTheatre.org, or toll-free at 855-285-8499. Stay connected by following the Fox Theatre on social via @theFoxTheatre on Instagram, Twitter, and Facebook.

Notable accolades include 2025 IEBA Theater of the Year; 2024 Billboard Magazine #1 Highest Grossing Theatre Worldwide (2,001-5000 capacity); 2024 VenuesNow Magazine #1 Year-End Top Stops (2,001-5,000 capacity); 2024 Pollstar Magazine #3 Theatre Worldwide in Tickets Sold.