Entertainment

ASSESSED

Thursday, May 23, 1985 O&E:

Tony time:

HE SHOWS ARE some of the biggest hits on Broadway, their stars are among the most public stars and the man behind them, who makes these dreams come true, is most at home not in the Big Apple but in suburban Detroit's Birmingham.

I van Bloch, an entertainer turned real estate developer and then Broadway producer, will be in the audience when the Tony Awards are given out Sunday night, June 2, at the Shubert Theatre in New York.

Success has not spelled him so far. Everything is going well right now, but the reasons, "Tomorrow I could be a burn."

Ills hair is softly graying, his eyes brown and direct, his voice unburried. This producer appears to have things well in hand. Behind his desk, a paptermache sculpture of a businessman balancing skyscrapers on his head and arms seems appropriate to Bloch's multi-faceted career.

The four Tony nominees for Best Play include "As Is." Biloxi Bluea" and Bloch's two shows, "Hurlyburly" and "Ma Ralney's Black Bottom. The reproductions nominated include "Cyrano de Bergerac," Bloch's "Joe Egg." "Much Ado About Nothing" and "Strange Interlude."

Sunday night, June 2, at the Shubert

Theatre in New Yor 2, at the Shubert

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"With two of his shows nominated for Best Pay and one for Outstanding Reproduction of a Play or Muscial, Bloch has two opportunities to be up on stage to receive the theater's most precisiglous honor.

"WITH PERFORMERS in several of his shows nominated for best performs one, in all Bloch is awaiting a possible 12 Tony awards for his shows or the stars.

Bloch spends much of his time in Rew York, but last week he was back in Birmingham in the offices of the Tony awards for his shows or the stars.

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Looking casually debonair, seated behind his big desk, he was waring a pink, open-accked golf shirt, topped by a subtle pink and charcals sports jack- et with a pink hankerchlef pouffed in the boxed.

Becoming a producer in muscial and the theater business (Richmond Crinkite, executive discussions to Lincoln Culter) asked met in 1930, a friend in the theater business (Richmond Crinkite, executive discussions to Lincoln Culter) asked met in 1930, a friend in the theater business (Richmond Crinkite, executive discussions the sale met in 1930, a friend in the theater business (Richmond Crinkite, executive discussions the sale met in 1930, a friend in the theater business (Richmond Crinkite, executive discussions the sale met in 1930, a friend in the theater business (Richmond Crinkite, executive discussions the sale met in 1930, a friend in the theater business (Richmond Crinkite, executive discussions the sale met in the constant to choose business (Richmond Crinkite, executive discussions the profile in the took to the constant to choose business (Richmond Crinkite, executive discussions that th

Ivan Bloch vies for top awards

outgrowth of his background as an en-tertainer. "I was in the business as a kid," he explained. "I was a singer and an actor. I left the business in the '60s. Everybody was becoming a star but me."

INSTEAD OF working nightclubs, he returned to Detroit and hull his real extance firm. He lived in downtown Detroit, next Oak Park, West Bloomfield and, since 1972, in Birmingham, Bloch and his wife Linda, a lawyer, have two children, a daughter, 16, and a son, 18, who is in college.

"In 1980, a friend in the theater business (Richmond Crinkley, "Bloch sald, Crinkley was too busy to do the show, which was "Tinkypes." I wound up being the hands-on producer."
"I next saw a play at the Rep called Master Horold and the Boys." I was still pretty naive. I thought you just get a theater and produce it.
Finally, the Shuberts gave him a theater. They also sald, 'Get other producatly may be a sufficient of the still pretty not be sufficient of the su

may play Detroit's Fisher Theatre next year.
"Tintypes," which has been at the Birmingham Theatre, is still going strong, with eight summer stock com-panies, "Master Harold" has played all

strong, with eight summer stock companies, "Master Harold" has played all over the world.

Bloch has the highly profitable knack of picking the right show. "I love to do young American writers," he said. "I think you have to be a kind of a patron of the arts to be successful. I lock for new, inventive things."

But Il's more than just making a buck. "I have produced shows critics liked I knew would not to well financially," he said. He looks for "something that says something, that will add to the repertoire."

Bloch believes the theater does not have enough good writers today because most of them are writing for clevision and films. They can write for a film and make \$100,000," he said. Writing for the stage is a long, involved process that can take years before a show is produced.

HE RECEIVES about 500 scripts for plays and movies each year. For the theater, "I read everything that comes to me." Because the tinks he is not familiar enough with the camera, he has a film development company with 20th Century-Fox that sends promising scripts on to him.

His interest in a show extends well beyond the script. "I'm looking for plays for Robert DeNiro and for Robert Devall," Bloch said: "I get involved totally in casting. That's the fun part."

Bloch was co-producer of "Shot Thru the Heart," a musical that debuted at the Birmingham Theatre ha proposed pre-Broadway run. The show didn't HE RECEIVES about 500 scripts for



th his Birmingham real-estate office, Broadway producer tvan Bloch coolly discusses the possibilities of winning Yony awards for his hit shows. It won't be the first time, if he wine.

make it to the Great White Way.

"That was a work in progress, Once or twice a year, I take a piece out and work with it. Shot Thru the Heart' didn't work. There were a number of

elements we just couldn't fix."

His current work-in-progress is "Peccadillo." "It played Florida and





CATS TORONTO 🕄 July (5-7) (12-14) (19-21)

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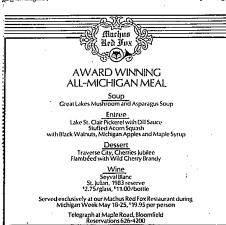
20p.p. July 12-14 & 18-18
August 9-11 & 18-18
EAKFASTS - 1 COMPLETE DINNER
EATER TICKETS - R.T. COACH - CITY TOUR



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