SIP Closes an Epic Run of All's Well That Ends Well

Campus Update

April 22, 2026

The Shakespeare in Performance program concluded an extraordinary season with a triumphant run of "All's Well That Ends Well," drawing sold-out houses and standing ovations across eight performances over two weekends. Under the visionary direction of Founder and Director Travis Curtright, the troupe brought Shakespeare's rarely performed gem to vivid life, proving that this sometimes-disputed comedy deserves a prominent place in the theatrical canon. Among those who attended were alumni Steffen and Andrea from the class of 2012, members of Curtright's original troupe who witnessed firsthand how far the program has grown.

The production set Shakespeare's text in the present day, with smartphones replacing letters, Instagram profile spoofs and text-message chains anchoring the marketing campaign, and the King's notorious fistula reimagined as blindness. In a signature SIP twist, a different audience member was cast each night as the fourth lord, recruited on the spot to endure Helena's rejection as she chose her husband over him.

This was also the inaugural year of the SIP literary magazine, produced entirely by the troupe. It features critical essays debating Helena's character, cast interviews, and infographics tracing her scheme — a window into the training and artistic choices behind the show.

Alumni who attended praised both the production and the magazine. We are proud of every student and collaborator who made this season unforgettable.

Read online for photos and videos:

https://alumni.avemaria.edu/news/sip-closes-an-epic-run-of-all-s-well-that-ends-well-1776886018571