



For Immediate Release:

## ***Frida...A Self Portrait* Becomes the Best-Selling Show in Milwaukee Rep's Studio Theater History**

**Vanessa Severo's acclaimed solo production surpasses the record set just weeks ago by *McNeal*, marking another milestone in the inaugural season of the Associated Bank Theater Center**

April 27, 2026 [Milwaukee, WI] — [Milwaukee Repertory Theater](#) is thrilled to announce that ***Frida ... A Self Portrait***, written and performed by Vanessa Severo, has officially become the best-selling production in the history of the Herro-Franke Studio Theater, surpassing the record set earlier this season by Ayad Akhtar's *McNeal*.

This achievement marks the third time in a single season that a production has broken a sales record, a testament to the extraordinary momentum of Milwaukee Rep's first year in its new artistic home, the Associated Bank Theater Center. Since opening in Fall 2025 with three state-of-the-art performance venues, the Center has powered one of the most successful and artistically dynamic seasons in the organization's 70-year history. With *Come From Away* becoming the all-time best-selling show in Milwaukee Rep history, *McNeal* setting a new Studio record, and *Frida ... A Self Portrait* now surpassing it, the 2025/26 season stands apart.

Running now through May 17, *Frida ... A Self Portrait* has captivated audiences with its vibrant, imaginative, and deeply human portrait of Frida Kahlo. Severo's electrifying performance — paired with original music and bold visual design — has driven unprecedented demand, resulting in multiple sold-out performances and record-setting ticket sales.

"The fact that *Frida ... A Self Portrait* has now surpassed the record set by *McNeal* speaks volumes about the exceptional artistic energy fueling this first season in the Associated Bank Theater Center," said Artistic Director **Mark Clements**. "The new Center represents years of vision, planning, and investment. To see artists and audiences embrace these spaces so fully is profoundly rewarding."

***Frida...A Self Portrait*** written and performed by **Vanessa Severo** is directed by the Associated Artistic Director for Cincinnati Playhouse in the Park **Joanie Schultz** with set design by **Jacqueline Penrod** (*Around the World in 80 Days*, Lookingglass Theatre Co), costume design by **Katherine Davis** (*Dracula*, Kansas City Actors Theatre), lighting design by **Rachael Cady** (*Ms. Holmes & Ms. Watson*, Kansas City Rep), sound and original music by **Thomas Dixon** (Steep Theatre Co Ensemble member), and stage managed by Janine Vanderhoff.

***Frida...A Self Portrait*** is presented by Tom and Susan Quadracci with Executive Producers Idy Goodman and Judy Hansen, Associate Producers Laura and Adam Peck, Krista Kile, Ed Seaberg and Patrick Smith. It is part of the Four-Four Foundation Herro-Franke Studio Season.

To purchase tickets to ***Frida...A Self Portrait*** which runs through May 17, 2026 go to [www.MilwaukeeRep.com](http://www.MilwaukeeRep.com), call the Ticket Office at 414-224-9490 or visit in-person at 108 E Wells Street in downtown Milwaukee.

For more information, please visit [www.MilwaukeeRep.com](http://www.MilwaukeeRep.com)

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### **About Milwaukee Repertory Theater**

Milwaukee Rep is the largest performing arts organization in Wisconsin. Its new artistic home, the Associated Bank Theater Center, opened Fall 2025 with three unique performance venues—the Ellen & Joe Checota Powerhouse Theater, Herro-Franke Studio Theater, and Stackner Cabaret. For over seven decades, Milwaukee Rep has been a centerpiece of Milwaukee’s vibrant arts and cultural scene with productions ranging from Broadway musicals to Shakespeare to American Classics and New Works that are entertaining, inclusive and impactful. Under the leadership of Artistic Director Mark Clements and Executive Director Chad Bauman, Milwaukee Repertory Theater ignites positive change in the cultural, social and economic vitality of its community by creating world-class theater experiences that entertain, provoke and inspire meaningful dialogue among an audience representative of Milwaukee’s rich diversity. More information visit [www.MilwaukeeRep.com](http://www.MilwaukeeRep.com)

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