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Fox Theatre Launches Two New Original Storytelling Series

Fox Voices and *Atlanta Creative Voices* capture the people and stories behind the Fox while spotlighting Atlanta's creative culture

ATLANTA (Oct. 12, 2026) — The Fox Theatre is bringing the stories behind one of Atlanta's most beloved landmarks to life. Today, the Fox announces two new original storytelling series: **Fox Voices**, which captures the people and experiences connected to the theatre's past and present, and **Atlanta Creative Voices**, which turns the spotlight towards the people who help shape Atlanta's creative culture today.

[Link to official video trailer](#)

Together, the two series will document the people, experiences and perspectives that have shaped the Fox and the community around it, while creating a new platform for voices helping define Atlanta's creative future. The launch comes as the Fox begins looking toward its 100th anniversary in 2029. In September, the theatre unveiled a new backstage interview and recording studio in its artist tower, created to expand the Fox's ability to capture oral histories, artist and staff interviews and other original storytelling. The Studio, Fox Voices, and Atlanta Creative Voices are part of a broader effort to preserve stories connected to the Fox and amplify Atlanta's creative community beyond its walls.

"For nearly a century, people have given this place its meaning," said **Allan C. Vella**, President and CEO of the Fox Theatre. "The stories of the Fox live in those who have performed here, worked here, cared for this building and experienced it as part of their lives. These original video series give us a way to preserve those stories while also listening to the people shaping Atlanta's creative community today. As we look toward our centennial in 2029, we want to make sure those voices are part of the story we carry forward."

Fox Voices begins with those who know the Fox best. Through personal stories from employees, community partners and guests connected to the theatre, the series will capture memories and perspectives that have shaped the Fox across generations. The series launches with Fox Theatre President and CEO Allan C. Vella, whose story premieres Tuesday, Oct. 13 on the Fox Theatre's YouTube channel.

Atlanta Creative Voices takes the conversation beyond the theatre, bringing together artists, cultural leaders, entrepreneurs and advocates who are helping shape Atlanta's creative culture. Participants will share perspectives on their work, the city that inspires it and the broader creative community they are helping build. The inaugural stories feature **Brandon Butler** of Butter.ATL, **Adriane Jefferson**, Executive Director of the City of Atlanta Mayor's Office of Cultural Affairs, and **Chris Escobar**, owner of the Plaza Theatre and Tara Theatre.

"We're part of an industry built around artists, and that connection runs through every voice we're sharing," said **Jamie Vosmeier**, Chief Marketing Officer of the Fox Theatre. "These conversations give us a chance to hear directly from the people who make Atlanta's creative scene what it is... and to share those perspectives with audiences who may not otherwise get to hear them."

Full Fox Theatre Originals stories will premiere on the [Fox Theatre's YouTube channel](#), with additional excerpts and short-form content shared across the theatre's social platforms. The fall launch begins Monday, Oct. 12 and continues through December with alternating releases from Fox Voices and Atlanta Creative Voices.

Watch: [youtube.com](https://www.youtube.com)

For more information, follow the Fox Theatre on [Instagram](#), [X](#) and [Facebook](#) and TikTok.

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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](https://www.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.