

# The Flea Theater

## Website

Noninstitutional and resolutely noncommercial, The Flea has been the innovation leader in Off-Off-Broadway theater since its inception. But after 12 years with an amateur website, the quirky theater group chose Thinkso to revitalize its Internet presence. We organized its vast amount of content and instituted a blog to help build an online community. Most importantly, we designed an established yet homegrown, professional yet jubilant interface to balance the Flea's marketing needs with their desire to remain an unconventional organization.

# thinkso

115 West 30th Street  
Studio 709  
New York, NY 10001  
212.868.2499  
thinkso.com

