

JENNIFER McGREW

Dance Costume Director
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...fantastic times at work...
McGrew Studios: Salt Lake City UT.
Photo: Chuck Waagen

Jennifer has worked on opposite coasts as costume director for The American Repertory Ballet in Princeton, NJ and The Western Stage in Salinas, CA. She's taught at Hartnell College, The Santa Catalina School, Monterey Peninsula College, New York University, Weber State University and Salt Lake Community College.

Her designs for Utah stages have included productions by Weber State's Theater and Dance departments, BYU's Folk Dance Program, Salt Lake Acting Company, Old Lyric Repertory Theater, Bonneville High School, Dark Horse Theater, Imagine Ballet Theater, (the much missed) Utah Musical Theater and many corporate events.

She and her creative business partners have specialized for decades in unique design, fabrication and producing for the entertainment industries. Together they made the first-ever motion picture adaptation of Robert Jordan's famous *Wheel of Time* book series, and their 2013 film [Flight from Shadow](#) is enjoying a renaissance in viewership and accolades (thanks in large part to Amazon's recent series).

Her shop's projects have ranged from films and television to commercials, corporate events, cosplay, mascots, themed weddings, roller derby, reenactments, educational installations and political campaigns. Jennifer has produced and directed live cosplay competitions for Salt Lake Comic Con/Salt Lake FanXperience plus has adjudicated and taught at many events and conventions.

Among her shop's celebrity clients are Larry Wilmore (creator of *Insecure* and writer for *Blackish*), Verne Troyer (*Austin Powers*' "Mini Me"), Felix & Paul (producers of *Traveling While Black*), Adrian Paul (star of TV's *Highlander* series), director James Merendino (*SLC Punk*) and musical theater legend Candese Marchese (of Broadway's *Miss Saigon* and *Les Miserables*).

Her shop's corporate clients include Pluralsight, Young Living, USANA, Rocky Mountain Power, Perfectly Posh, Spartan Mosquito, ObservePoint, Rocky Mountain Outfitters, Fusion IO, Realm Systems and Omniture.

An enthusiast of all social phenomena, Jennifer brings historical and theoretical analogues to bear on pop culture. Among her articles, a couple of her favorites are ["Everything You Always Wanted to Know About Cosplay and the Problem of Marxism But Were Afraid to Ask"](#), which has been cited in academic journals around the world, and ["Pilgrims and Partiers-Cosplay and Communitas"](#), which won a 2014 Society of Professional Journalists Award.

A master cutter-drafter-fabricator, Jennifer likes researching and tailoring historic costumes as much as she likes making fantastic or futuristic pieces with unusual materials and construction.

Her MA in performance studies is from New York University and her MFA in theater and costume design is from Utah State University. A Weber State alumna, she graduated with its class of 1992 then from 2001 to 2010 developed and taught courses for Weber State's English, theater and education departments. 2022 has ushered in another return, as this time she collaborates with students, faculty and guest choreographers in bringing their dance costume visions into material reality.