

# PRIMA DNA



## CAUSE

We envision people fully alive, sharing in beautiful experiences that energize us all



## MISSION

Invigorate lives through fresh theatrical experiences



## CORE VALUES

Beauty • Vivacity • Freshness



## HOW WE OPERATE

Curation • Clear Communication • Moxie  
Humor • Experiential • Standing Out



## DECISION FILTERS

Safety > Kindness > Beauty > Efficiency