OUT OF THE BOX PRODUCTIONS IN ASSOCIATION WITH THE TRON

SPRING 2006 TOUR MARKETING PACK

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COMPANY AND SHOW INFORMATION

Out of the Box Productions is a London based touring company dedicated to the production of contemporary Hispanic theatre writing (European and Latin American) in new English translations and Latino writing from the USA and Canada. Under the artistic directorship of Anglo-Mexican Catalina Botello, Out of the Box has quickly earned a reputation for bringing exciting and challenging writing to audiences throughout Britain and is the only company in the UK exclusively producing work from the Spanish-speaking world. Previous productions: Ay, Carmela!, also by José Sanchis Sinisterra directed by Gerry Mulgrew and Two Sisters and a Piano by Nilo Cruz directed by Evening Standard Award winner Paola Dionisotti. www.outoftheboxproductions.org

The Leningrad Siege is the third production by Out of the Box and follows their critically acclaimed sell out show of the European premier of Pulitzer Prize winner Nilo Cruz's Two Sisters and a Piano directed by Evening Standard Award winner Paola Dionisotti. Other productions include Ay, Carmela! by José Sanchis Sinisterra directed by Gerry Mulgrew.

Brief Synopsis

First produced in 1994, **The Leningrad Siege** (El cerco de Leningrado) is a subtle examination of the demise of the socialist ideal and the rise of a fast food gratification culture. It is a rare and poetic exploration of the greatest upheaval of modern times, here given an outstanding production by a talented team. The highly accessible new translation was created by Out of the Box company founder Catalina Botello and Rod Wooden, for which they were given an Arts Council theatre translation award. It is directed by the award-winning young director Mark Rosenblatt, Artistic Director of Dumbfounded Theatre, who produced the acclaimed Last Waltz season at the Arcola Theatre for Dumbfounded and The Oxford Stage Company, directing Professor Bernhardi as part of the same.

The Leningrad Siege has been produced in Spain (Madrid), France (Paris), Portugal(Lisbon), Germany(Berlin), Russia(St Petersburg), Poland, Mexico, Argentina(Buenos Aires), Uruquay(Montevideo), Bolivia(La Paz) and Peru(Lima).

The Leningrad Siege Company

Written by José Sanchis Sinisterra
Translated & Adapted by Catalina Botello & Rod Wooden
Directed by Mark Rosenblatt
Designed by Ben Stones
Lighting by David Holmes
Music by Marietta Veulens Menéndez
Cast: Deirdra Morris plaving Natalia

Rosemary McHale playing Priscilla

SITUATIONAL ANALYSIS AND TARGET MARKETS

Strengths

- Out of the Box Productions acclaimed theatre company
- Past productions Critically acclaimed, sell out shows Two Sisters and a Piano directed by Evening Standard Award winner Paola Dionisotti and Ay, Carmela! by José Sanchis Sinisterra directed by Gerry Mulgrew.
- English Language Premier
- Major award winning Spanish playwright José Sanchis Sinisterra awards include Arniche Theatre Prize (1968); Camp de l'Arpa Poetry Prize (1975); National Theatre Prize(1990); The Lorca Prize((1991)
- Traditional theatre will appeal to core audiences
- High calibre creative team
- Accessible and funny story about human relationships

Weaknesses

- New adaptation potential risk
- · Limited target interest groups
- Unknown cast?

Opportunities

- Build on the company's growing national profile
- Media opportunities with company
- · Potential to exploit Hispanic influence within current popular culture

Threats

- Play not very well known among English audiences
- Short production run (apart from London) to generate good word of mouth and press coverage

Target Markets

- The play will be appeal to a traditional/classical core audience
- Audiences that like new writing and adaptations of classic texts.
- Spanish speaking audiences,
- Students studying Drama, English, Spanish, Classics, Languages
- International students
- Audiences interested in political theatre
- Hispanic interest groups

KEY SELLING POINTS

- Out of the Box Productions acclaimed theatre building a strong reputation for producing high quality drama
- Building on the success of past productions Critically acclaimed, sell out shows -Two Sisters and a Piano directed by Evening Standard Award winner Paola Dionisotti and Ay, Carmela! by José Sanchis Sinisterra directed by Gerry Mulgrew.
- English Language Premier
- Award winning playwright Jose Sanchis Sinisterra
- Traditional theatre will appeal to core audiences
- · High calibre creative team
- Accessible story about human relationships
- · Quality traditional drama that has a contemporary twist
- Hispanic influences
- · Translation is very accessible
- Use of original music

BROCHURE COPY

OUT OF THE BOX PRODUCTIONS IN ASSOCIATION WITH THE TRON THEATRE

Following their critically acclaimed European premier of Pulitzer Prize winner Nilo Cruz's **Two Sisters and a Piano**, Out of the Box presents the English language premier of this highly acclaimed play by one of Spain's most influential living dramatists.

The Leningrad Siege By José Sanchis Sinisterra

Adapted and translated by Catalina Botello and Rod Wooden Directed by Mark Rosenblatt Designed by Ben Stones Lighting by David Holmes Music composed by Marietta Veulens Menéndez

A funny, moving and surreal tale of two women:
Natalia and Priscilla are the mistress and widow of Nestor,
a theatre director who died in mysterious circumstances whilst
rehearsing The Leningrad Siege. For over twenty years they
have been living in the old abandoned Phantom Playhouse,
now threatened with demolition to make room for a giant
underground car park.

Desperately trying to make sense of their past, these extraordinarily eccentric women are relentless searching for the lost manuscript...

Did Nestor die from an accident, or was he murdered?

Will it be what they expect it to be?

"...full of delicacy and intelligence...difficult to resist..."

The Times – Two Sisters and a Piano

"...bold, hilarious and poignant... an exceptional take on this classic play." Scotland on Sunday - Ay, Carmela!

Out of the Box has quickly earned a reputation for bringing exciting and challenging new Hispanic theatre writing in English translations and Latino writing from the USA and Canada to new audiences throughout Britain. It is the only company in the UK exclusively producing work from the Spanish-speaking world. Previous productions: Ay, Carmela! by José Sanchis Sinisterra directed by Gerry Mulgrew and Two Sisters and a Piano by Nilo Cruz directed by Evening Standard Award winner Paola Dionisotti.

THE FOLLOWING LOGOS MUST APPEAR ON ALL BROCHURE COPY
Arts Council, British American Arts Association, Out of the Box, The Tron, Royal Victoria Hall
Foundation and ITC

MARKETING & AUDIENCE DEVELOPMENT

Below are just a few tips you could look at when promoting this show to your audiences? I am sure you have a lot of this in place already at your venue, if not; the ideas below might help as a point of reference for your campaign.

Distribution

Alongside your standard distribution outlets you may want to consider the following when doing distribution for the show.

- Student Bars, Clubs, Unions and Halls of Residence international studies/English/Drama/Languages/Hispanic Studies/Classics
- Sandwich shops (some shops are happy to insert flyers into sandwich bags)
- Spanish and Latin American Bars/Clubs and Restaurants (Tapas Bars)
- Dance Schools/Salsa Clubs
- Surgeries/ Dentists
- · Health Clubs and Gyms
- Nail Bars
- Hairdressers
- · Independent Clothes & Book shops
- Music Shops
- Internet cafes
- Transport Hubs/Coach Tour bookers

Direct Mail

- · Past Out of the Box Bookers
- Core drama attenders
- Classic/International students
- New writing and risk taking audiences

Advertising

Look at targeting independent club/music magazines or websites to promote the show

Ticket Incentives

- Student nights/Pay What You Can Nights to encourage students to try something new
- Early Bird tickets to encourage advance ticket sales
- · 2 for 1 offers
- Group special offers to encourage businesses to enjoy a night out
- Ticket and meal deals with local Spanish restaurant for pre or post show

Viral Marketing

We can supply a e bulletin if you think it is appropriate, or some copy for an e bulletin to send out to your e mailing list, businesses, sponsors, stakeholder groups and company intranets

Press/ Promotions

- If you have a relationship with any local Spanish or Latin American clubs/restaurants you may be able to do some sort of joint promotion package.
- A sample press release is available in this pack. Members of the company may be available for phone or face to face interviews. Please contact Megan Thomas on 07968 755502 for more information.

Audience Development

Examples of potential organisations and places you could work with to develop specific audience development projects, distribution networks, mailing lists, information sharing and ambassadorial schemes:

- Museums & Libraries
- Local Council
- Community Groups
- Hispanic Groups
- · Spanish Bars/Restaurants/Salsa Clubs/Tango etc
- Reading, Storytelling and Poetry Groups
- Church Groups
- · Local Racial Equality Council
- Community Stakeholder groups
- · Refugees/intergenerational and interracial organisations and networks
- International students
- Tourism and Conference Bureaus
- Transport providers (community bus networks)
- Regeneration areas and schemes
- · Cultural Diversity Networks via your regional Arts Council Office
- Connexions
- Job Centres
- Travel Agents
- Health Centres

SAMPLE PRESS RELEASE BODY COPY

THE LENINGRAD SIEGE by José Sanchis Sinisterra

Out of the Box Productions in association with Tron Theatre, Glasgow present the English language premier of The Leningrad Siege.

Written by José Sanchis Sinisterra Translated & Adapted by Catalina Botello & Rod Wooden Directed by Mark Rosenblatt

Designed by Ben Stones Lighting by David Holmes Music by Marietta Veulens Menéndez

Cast: Rosemary McHale as Priscilla

Deirdra Morris as Natalia

José Sanchis Sinisterra is without doubt one of the Spanish-speaking world's most influential living dramatists. With this production of THE LENINGRAD SIEGE, Out of the Box Productions is giving UK audiences the rare opportunity of experiencing one of his highly acclaimed plays in English translation on tour around the UK this Spring.

THE LENINGRAD SIEGE is a funny, moving and surreal story of Natalia and Priscilla, the mistress and widow of Nestor, a theatre director who died in mysterious circumstances whilst rehearsing a play entitled The Leningrad Siege. For over twenty years they have been living in the abandoned Phantom Playhouse, now threatened with demolition to make room for a giant underground car park. As the wrecking balls start to swing, these extraordinarily eccentric women are relentless searching for the lost manuscript, desperately trying to make sense of their past. However, beneath their reminiscences and bickering one question still remains unanswered: did Nestor die from an accident, or was he murdered?

First produced in 1994, THE LENINGRAD SIEGE (El cerco de Leningrado) is a subtle examination of the demise of the socialist ideal and the rise of a fast food gratification culture. It is a rare and poetic exploration of the greatest upheaval of modern times, here given an outstanding production by a talented team. The highly accessible new translation was created by Out of the Box company founder Catalina Botello and Rod Wooden, for which they were awarded an Arts Council theatre translation award. It is directed by the award-winning young director Mark Rosenblatt, Artistic Director of Dumbfounded Theatre, who produced the acclaimed Last Waltz season at the Arcola Theatre, London for Dumbfounded and The Oxford Stage Company, directing Professor Bernhardi as part of the same.

"Full of delicacy and intelligence...difficult to resist" (The Times on Two Sisters and a Piano)

"Bold, hilarious and poignant... an exceptional take on this classic play" (Scotland on Sunday on Ay, Carmela!)

Notes to Editors

Out of the Box Productions in association with the Tron Theatre, Glasgow present the UK premiere of

THE LENINGRAD SIEGE by José Sanchis Sinisterra
Translated & Adapted by Catalina Botello & Rod Wooden
Directed by Mark Rosenblatt
Designed by Ben Stones
Lighting by David Holmes
Music by Marietta Veulens Menéndez

Cast: Rosemary McHale as Priscilla and Deirdra Morris as Natalia

Out of the Box Productions is a London based touring company dedicated to the production of contemporary Hispanic theatre writing (European and Latin American) in new English translations and Latino writing from the USA and Canada. Under the artistic directorship of Anglo-Mexican Catalina Botello, Out of the Box has quickly earned a reputation for bringing exciting and challenging new Hispanic theatre writing to new audiences throughout Britain and is the only company in the UK exclusively producing work from the Spanish-speaking world. Previous productions: Ay, Carmela!, also by José Sanchis Sinisterra directed by Gerry Mulgrew and Two Sisters and a Piano by Nilo Cruz directed by Evening Standard Award winner Paola Dionisotti. www.outoftheboxproductions.org

José Sanchis Sinisterrra is one of Spain's leading dramatists and the founder of one of Spain's most important theatres, El Teatro Fronterizo in Barcelona where he continues to be the director to this day. The author of over 30 plays and adaptations he is the winner of every major theatre award in the Spanish speaking world. In 1960 he created the Theatre Study Centre at the University of Valencia, which was to last until 1966 and until 1989 he held various Professorships in Theatre Studies and Hispanic Literature at the Universities of Barcelona and Valencia. He has been Professor of the Theatre Institute of Barcelona since 1971.

Mark Rosenblatt is Artistic Director of Dumbfounded Theatre. He was formerly Resident Assistant Director/Education Director for Oxford Stage Company. As Director past productions include, Professor Bernhardi by Arthur Schnitzler, new version by Samuel Adamson (DT & Oxford Stage Company/The Last Waltz Season at the Arcola Theatre), Bread and Butter(DT and Oxford Stage Company/Tricycle Theatre), The Taming of the Shrew (Thelma Holt Ltd & Theatre Royal, Plymouth, UK No 1 Tour), The Tempest (National Theatre 'Shakespeare Unplugged' Tour and Cottesloe), The Circle (TEG and Yvonne Arnaud, Guildford in association with Oxford Stage Company), A Passionate Woman (Royal Theatre Northampton). Mark's adaptation of The Dybbuk won a BAC and JMK Trust Young Director's Award.

Leningrad Siege Spring tour 2006

The Tron Theatre, Glasgow - Thursday 16th - Saturday 18th February, 8pm

National press night: Friday 17th February, 8pm

Matinee: Saturday 18th 2pm Box office: 0141 552 4267

Ticket prices: Thurs £6, Fri & Sat £13 (£6) Matinee £8 (£5)

www.tron.co.uk

The Ustinov Studio, Theatre Royal, Bath

Thursday 23rd – Saturday 25th February 8pm

Box office: 01225 448 844 Ticket prices: £10 (£7) www.theatreroyal.org.uk

· Chipping Norton Theatre

Saturday 4th March

Box office: 01608 642350

Ticket prices: £10 (£8) Friends of The Theatre Half Price/ 2 for 1

www.chippingnortontheatre.org

The Drum, Theatre Royal, Plymouth

Tuesday 7th - Saturday 11th March 7.45pm

Box office: 01752 267222. Ticket prices: £10 (£6) www.theatreroyal.org

Wiltons Music Hall, Grace's Alley, off Ensign Street, London

14 - 25th March 7.30pm

Matinee: 3pm

Box office: 020 7702 2789 Ticket prices: £15 (£12) www.wiltons.org.uk

The Leningrad Siege is translated and adapted by Catalina Botello (Company Founder/Artistic Director) and Rod Wooden. Directing the piece is award winning Mark Rosenblatt. Mark is Artistic Director of Dumbfounded Theatre, his previous directing credits include Professor Bernhardi (DT & Oxford Stage Company/The Last Waltz Season at the Arcola Theatre), Bread and Butter (DT and Oxford Stage Company/Tricycle Theatre), The Taming of the Shrew (Thelma Holt Ltd & Theatre Royal, Plymouth), The Tempest (National Theatre 'Shakespeare Unplugged' Tour and Cottesloe) and The Circle (TEG and Yvonne Arnaud, Guildford in association with Oxford Stage Company). Mark's adaptation of The Dybbuk won a BAC and JMK Trust Young Director's Award. He is joined by award winning designer Ben Stones, and lighting by David Holmes. An original score composed by Cuban born composer and pianist Marietta Veulens Menéndez, whose debut album will be released in April of this year.

For further information, photographs and press interviews please contact Megan Thomas – 0117 963 8467 or email meganthomas@fsmail.net or VENUE PRESS OFFICER and DETAILS. Downloadable images from www.agpr.co.uk

SAMPLE DIRECT MAIL LETTER

Dear Theatregoer,

Out of the Box productions in association with the Tron Theatre present the The Leningrad Siege, an English language premier by one of Spain's most influential living dramatists.

Starring Rosemary McHale as Priscilla and Deirdra Morris as Natalia

A hilarious, moving and surreal tale of two women, **The Leningrad Siege** follows the story of Natalia and Priscilla who are the mistress and widow of Nestor, a theatre director who died in mysterious circumstances whilst rehearsing The Leningrad Siege. For over twenty years they have been living in an old abandoned theatre, now threatened with demolition to make room for a giant underground car park. Desperately trying to make sense of their past, these extraordinarily eccentric women are relentless searching for the lost manuscript. Did Nestor die from an accident or was he murdered?

The Leningrad Siege arrives at the {NAME OF VENUE on DATES] and is Out of the Box's third production. It follows critically acclaimed shows Two Sisters and a Piano by Nilo Cruz directed by Evening Standard Award winner Paola Dionisotti and Ay, Carmela! by José Sanchis Sinisterra directed by Gerry Mulgrew.

"...full of delicacy and intelligence...difficult to resist..."
The Times – Two Sisters and a Piano

"...bold, hilarious and poignant... an exceptional take on this classic play." Scotland on Sunday - Ay, Carmela!

Directed by award winning Mark Rosenblatt, designed by Ben Stones and original music composed by Marietta Veulens Menéndez, this classic piece of theatre is sure to be a treat.

Out of the Box Productions is a London based theatre company dedicated to the production of Hispanic theatre, both European and Latin American in new English translations. For more information about the company visit www.outoftheboxproductions.org

Ticket and venue information xxx

BOX OFFICE BRIEFING SHEET

About the play

Natalia and Priscilla are the mistress and widow of Nestor, a theatre director who died in mysterious circumstances whilst rehearsing The Leningrad Siege. For over twenty years they have been living in the old abandoned Phantom Playhouse, now threatened with demolition to make room for a giant underground car park.

Desperately trying to make sense of their past, these extraordinarily eccentric women are relentless, searching for the lost manuscript...

Did Nestor die from an accident, or was he murdered?

The Company

Written by José Sanchis Sinisterra
Translated & Adapted by Catalina Botello & Rod Wooden
Directed by Mark Rosenblatt

Designed by Ben Stones Lighting by David Holmes Music by Marietta Veulens Menéndez

Cast: Rosemary McHale playing Natalia

Deirdra Morris playing Priscilla

Performance Details

Running Time (approx): xxxx

Age Range: 14+ (no upper age limit)

Special FX: xxxx

The Leningrad Siege is the third production by Out of the Box and follows their critically acclaimed sell out show of the European premier of Pulitzer Prize winner Nilo Cruz's Two Sisters and a Piano directed by Evening Standard Award winner Paola Dionisotti. Other productions include Ay, Carmela! by José Sanchis Sinisterra directed by Gerry Mulgrew.

Out of the Box Productions are a London based touring company dedicated to the production of contemporary Hispanic theatre writing (European and Latin American) in new English translations and Latino writing from the USA. All of our work is Hispanic in origin and most of the work will not have been seen in this country before. It is our aim to make these works as widely available as possible to international English-speaking audiences and to create and develop international collaborations. www.outoftheboxproductions.org

For any other information you need to know about the show, please contact; Megan Thomas, Tour Marketing – meganthomas@fsmail.net
07968 755502

BIOGRAPHIES

JOSÉ SANCHIS SINISTERRA – PLAYWRIGHT

Born in Valencia Spain 1940, José Sanchis Sinisterra has become one of the most influential dramatists of his generation. In 1960 he created the Theatre Study Centre at the University of Valencia, which was to last until 1966 and until 1989 he held various Professorships in Theatre Studies and Hispanic Literature at the Universities of Barcelona and Valencia. He has been Professor of the Theatre Institute of Barcelona since 1971.

In 1977 he founded El Teatro Fronterizo in Barcelona, where he continues to be the director to this day. From 1981-84 he presided over The Association of Alternative Culture and since 1988 has been the Director of the Sala Beckett (part of El Teatro Fronterizo). He has taken part in and led numerous International theatrical forums in Spain, France, Argentina, Brazil, Colombia, Cuba, Uruguay, Nicaragua, El Salvador, Honduras, Venezuela, Mexico, Italy and Chile. He has published various literary articles on the theatre in Primer Acto, Cuardernos para el diálogo, Estudios Escénicos, Cuardernos de Pedagogia, Pipirijaina, El Público and Pausa.

He is the author of over thirty plays, both original works and adaptations, and has been the recipient of several theatre awards throughout the Spanish speaking world.

CATALINA BOTELLO - COMPANY FOUNDER/ACTRESS/TRANSLATOR

Catalina is an Anglo/Mexican performer who trained at the Drama Studio (scholarship) after having initially trained and worked as a dancer. She founded OUT OF THE BOX in 2000, producing and acting in the company's first production Ay, Carmela! by the Spanish playwright José Sanchis Sinisterra (Dir Gerry Mulgrew); Edinburgh Festival and National UK tour, and later in the critically acclaimed sell out show Two Sisters and a Piano by Nilo Cruz, directed by Paola Dionisotti.

Theatre in the UK includes: Summer and Smoke, Leicester Haymarket, Reynard the Fox (an adaptation of the John Masefield narrative poem), Edinburgh Festival and Young Vic. Recording and performance of the Crusaid production of Nine, Harriet Bösse in Michael Meyer's play about August Strinberg, Lunatic and Lover at the New End Theatre. Headmistress in Daisy Pulls It Off, and Bell-Bell in Sue Townsend's Bazaar and Rummage. Jessica in The Merchant of Venice, Kate in The Taming of the Shrew, Dorinda in The Beaux Stratagem, and Ernest in Labiche's farce, The Happiest of the Three.

Film: Whodunnit for the London Film and Video Development Agency, director Ming Wong. The Wall(Dir Alan Parker), The Ink in the Well (Dir Anton Corbjin) and The Arrival(Dir David Twohy). Worked with Baz Luhrmann as his dialogue coach in his film Romeo and Juliet starring Claire Danes and Leonardo Di Caprio.

Translations: Ay, Carmela! by José Sanchis Sinisterra(with Nilo Cruz), El cerco de Leningrado, (The Leningrad Siege) by José Sanchis Sinisterra (Arts Council theatre translation award).

MARK ROSENBLATT - DIRECTOR

Mark Rosenblatt is currently Artistic Director of Dumbfounded Theatre (DT). He was formerly Resident Assistant Director/Education Director for Oxford Stage Company.

As Director past productions include, Professor Bernhardi by Arthur Schnitzler, new version by Samuel Adamson (DT & Oxford Stage Company/The Last Waltz Season at the Arcola Theatre), Bread and Butter(DT and Oxford Stage Company/Tricycle Theatre), The Taming of the Shrew (Thelma Holt Ltd & Theatre Royal, Plymouth, UK No 1 Tour), The Tempest (National Theatre 'Shakespeare Unplugged' Tour and Cottesloe), The Circle (TEG and Yvonne Arnaud, Guildford in association with Oxford Stage Company), A Passionate Woman (Royal Theatre Northampton). Mark's adaptation of The Dybbuk won a BAC and JMK Trust Young Director's Award.

As Artistic Director/Producer, The Last Waltz Season, Rose Bernd by Gerhart Hauptmann, Musik by Frank Wedekind and Professor Bernhardi by Arthur Schnitzier.

MARIETTA VEULENS MENÉNDEZ - PIANIST AND COMPOSER

Born in Cuba and now based in London, Marietta Veulens has a rich and varied career in composition and performance. She studied piano and composition at the Escuela Nacional de Musica in Havana and awarded the Song Composition Prize three years running. Composition awards from UNEAC and the University of Havana. Studied under Chucho Valdés and the Cuban composer Leo Brouwer and Andres Allen, who works with Arturo Sandoval. Research into Afrocuban percussion with the Conjunto Foklórico Nacional de Cuba.

Co-founder, musical director and composer for Teatro Buendia one of Cuba's most celebrated theatre companies under the artistic directorship of actress Flora Lauten. She has toured extensively throughout the America's, Europe and the UK.

Forthcoming album spring 2006 – Algunas Zonas del Alma

PAST PRESS QUOTES

"...full of delicacy and intelligence...difficult to resist..."

The Times – Two Sisters and a Piano

"...passionate and colourful...a vibrant emotional mix..."

Evening Standard - Two Sisters and a Piano

"...bold, hilarious and poignant... an exceptional take on this classic play."

Scotland on Sunday - Ay Carmela!

"...Intriguing, atmospheric and touching..."

The Daily Telegraph - Ay Carmela!

"One of the five best plays nationwide."

The Times - Ay Carmela!

TOUR DATES 2006

- 16 18 February The Tron Theatre, Glasgow
- 23 25 February The Ustinov Studio, Bath
- 4 March Chipping Norton Theatre
- 7 11 March The Drum, Plymouth
- 14 25th March Wiltons Music Hall, London