



house present DUMBSHOW:

THE PEARL

adapted from the novella by John Steinbeck

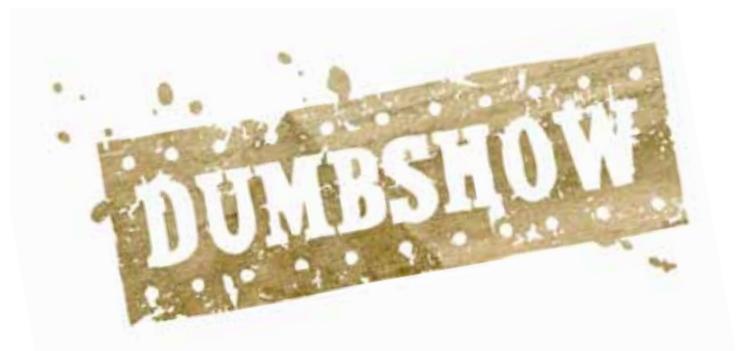
Marketing Information Pack

"The latest young company to watch"

WhatsOnStage.com

"A fast-rising young company with a very bright future"

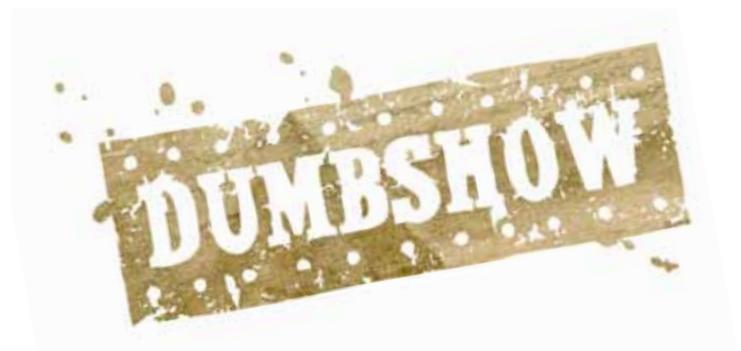
Fest



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CONTACT / RESOURCES



CONTACT DETAILS

For press enquiries please contact:

Nicola Cutcher
press@dumbshow.org
07798 888585

For all other queries please contact:

Heather Young
admin@dumbshow.org
07739 833670

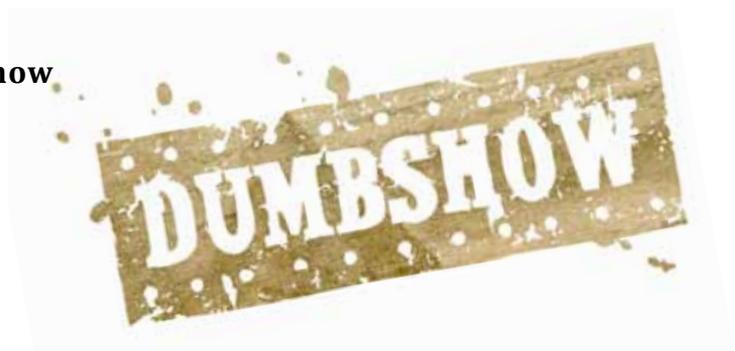
This marketing pack contains lots of information to help you promote *The Pearl* and we will be in touch to discuss ideas for marketing at your venue, but if you need anything from us in the meantime do give us a shout!

MARKETING RESOURCES

- We will provide **A3 posters** overprinted with venue details and **A5 flyers** outlining all tour dates. Please advise us of quantities needed and dates these are required.
- Our **marketing Dropbox** contains editable **press releases** and **mailout templates**, and will be updated with other marketing resources. You can access it here:
www.dropbox.com/sh/eqc0b3h808bqknr/M-Vv25AZik
- You can find a **Box Office Information Sheet** in this pack - please pass this to your front of house and box office staff to inform them about the show
- High quality **production photographs** are available to view and download from our Flickr account here: www.flickr.com/photos/dumbshow/sets/72157633432248909/

ONLINE:

Our website: www.dumbshow.org
On twitter: [@dumbshowtheatre](https://twitter.com/dumbshowtheatre)
On facebook www.facebook.com/dumbshow



ABOUT THE PEARL



The Pearl is an enjoyable and accessible piece of **storytelling** theatre. The actors greet the audience as they enter the auditorium, inviting them into the world of “Flotsam Beach”, from where they tell the story. The “storytellers” are a group of Beachcombers, all of whom came to the beach many years ago because they had heard the myth of “The Pearl of the World”, and came to see if they could find it for themselves. What they actually found was anything and everything *but* The Pearl, and they use all of these objects to tell the story of how it was found and lost again, in the first place.

The story itself has a **fable-like quality** as it charts one man’s journey from rags to riches and back again. *The Pearl* does not have a simple message, but it does deal with **big universal questions** about **greed**, **society** and **family**. The story ends with the death of one of the characters, and thus isn’t appropriate for young children, although it contains no swearing or sex, so will be appropriate for young people that are brave and robust.

The show was created by Dumbshow’s company through improvisation, text work and movement. Our aim was to **faithfully serve Steinbeck’s text**, whilst also adding our own touches. Most of the show is underscored by **original music** from Rollo Clarke, and the show is visually rich, involving movement sequences choreographed by Edd Mitton (currently working with Matthew Bourne’s New Adventures.) The script has been written by author Sam Gayton (*Lilliput* and *The Snow Merchant*, Anderson Press) with additional material from the cast, and it has been directed by Michael Bryher (JMK finalist 2013).

Dumbshow’s *The Pearl* stays faithful to Steinbeck’s original, and includes **dialogue and language from the novella**. It also contains some brave stylistic choices that keep the audience entertained and engaged, including **a seascape inspired by Disney and a dance number to a Barbra Streisand standard**. Our aim is to bring the story and its themes to life in the most vivid way we can, and to draw the audience into the world that we create for them. *The Pearl* will make you **laugh**, it will make you **think**, and it may even make you cry, but most of all you will leave the theatre feeling like you have experienced a great piece of theatre.

★★★★ “A bric-a-brac masterpiece ... real emotional heart ... an imaginative joy to behold”
Scotsman, ‘Hot Show’, 22 Aug 2013

★★★★ “Catch them before they start selling out the big theatres” The Skinny, 9 Aug 2013

★★★★ “A real treasure ... the performances are as promising as the pearl itself” ThreeWeeks, 8 Aug 2013

★★★★ “Subtly political and ultimately moving” A Younger Theatre, 10 Aug 2013

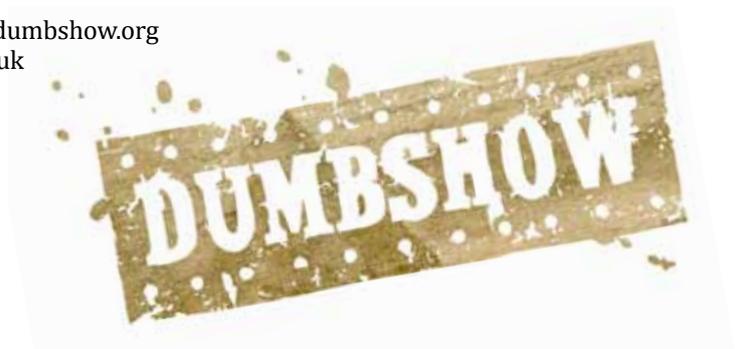
★★★★★ “Beautifully crafted an absolute must-see” The Public Reviews, 26 Aug 2013

“I can heartily recommend Dumbshow’s lovely retelling of Steinbeck’s *The Pearl*”
Lyn Gardner, The Guardian, 23 Aug 2013

MARKETING COPY



Company / Credit	house present Dumbshow
Show title	The Pearl
Long copy (150)	<p>When impoverished pearl-diver Kino finds the 'pearl of the world' he believes his family's life will be transformed forever. Seduced by the pearl's beauty and promise of riches, he is blind to the danger of having something that everyone else wants. Instead of bringing hope, the pearl leads Kino and his family down a dark and dangerous path.</p> <p>A timeless fable about the allure of wealth, the confines of class, and the redemptive power of love. The Pearl asks us to consider what we value most in the world.</p> <p>Dumbshow present their critically-acclaimed new adaptation of John Steinbeck's classic novella; bringing it to life with their trademark visual inventiveness, original music and playful theatricality.</p> <p>★★★★ 'Hot Show', "A bric-a-brac masterpiece... real emotional heart... an imaginative joy to behold", The Scotsman ★★★★ "Catch them before they start selling out the big theatres", The Skinny</p> <p>www.dumbshow.org</p>
Medium copy (100)	<p>When impoverished pearl-diver Kino finds the 'pearl of the world' he believes his family's life will be transformed forever. Seduced by the pearl's beauty and promise of riches, he is blind to the danger of having something that everyone else wants. Instead of bringing hope, the pearl leads Kino and his family down a dark and dangerous path.</p> <p>A timeless fable about the allure of wealth, the confines of class, and the redemptive power of love.</p> <p>Dumbshow bring John Steinbeck's novella to life with their trademark visual inventiveness and playful theatricality.</p> <p>★★★★ Hot Show, "An imaginative joy to behold", The Scotsman</p> <p>www.dumbshow.org</p>
Short copy (50)	<p>When impoverished Kino finds the 'pearl of the world' he believes his family's life will be transformed forever, but is blind to the danger of having something that everyone else wants. Dumbshow present John Steinbeck's timeless story of wealth, greed and love.</p> <p>★★★★ Hot Show, "An imaginative joy to behold", The Scotsman</p>
Photography credit	Daniel Swerdlow
Age suitability	13 +
Running time	1hr 10mins
Online links	@dumbshowtheatre #ThePearl www.dumbshow.org www.housetheatre.org.uk



AUDIENCES



The Pearl is a show that has universal appeal. We have already performed the show to school groups, and in Edinburgh we had audience members come to the show ranging from 10 to 70 years old.

People who like the show:

- Theatre lovers. It is a joyously theatrical show, which breaks the fourth wall, but also has high quality writing and acting.
- Literature enthusiasts. When we performed in Edinburgh, John Steinbeck was a big draw.
- Studying Steinbeck. Steinbeck is still on school syllabuses, and *The Pearl* can be taught at schools.
- Politically engaged. The themes of greed and social mobility permeate the story and are incredibly relevant in today's society.

Connecting hobbies:

- Reading and literature (Steinbeck adaptation)
- Community engagement; anything that involves ideas about community.
- The internet; social media, news.
- Music (*The Pearl* has an original score)
- Beachcombers! (*The Pearl* is narrated by a chorus of Beachcombers)
- Political Activists and community groups (*The Pearl* is a story about social mobility)

Selling points:

The USP of this production is that it is a joyful and theatrically inventive re-telling of a classic John Steinbeck text, with an original score by Rollo Clarke and script by emerging novelist Sam Gayton.

Theatrical Components:

- Dumbshow's *The Pearl* is incredibly imaginative in the way it tells John Steinbeck's story. We break the fourth-wall throughout, and it is narrated by a chorus of beachcombers who greet the audience as they enter the space, creating an atmosphere for the audience that is welcoming and engaging.
- The story is then recreated for the audience out of the various objects that the beachcombers have found on the beach. Within seconds, the audience enters into an imaginative world, in which we travel through caves, up mountains and even to the bottom of the seabed.
- With an original piano score, movement and puppetry, *The Pearl* is stylistically bold whilst staying true to Steinbeck's gritty and poignant story.

Collaborations:

- *The Pearl* sees 2013 JMK shortlisted director Michael Bryher teaming up with award-winning children's novelist Sam Gayton (*The Snow Merchant*, Lilliput pub. Anderson Press), and composer Rollo Clarke.

Target Audiences:

Main segments: Urban arts eclectic, Traditional culture cultures, Mature explorers, Family and community focused, Limited means, nothing fancy.

Segments that would enjoy but need more persuasion: Fun, fashion and friends, Dinner and a show.

Where possible we can hold "*Pearls of Wisdom*" post-show discussions. These would move beyond a normal Q&A, and hopefully draw an outside speaker to talk about ideas that appear in the play.



AUDIENCE DETAIL



Segment	Behaviour Needs	Campaign Components
<p>Urban arts eclectic</p> <p>Media: Twitter, Facebook, Website, Web listings.</p> <p>Message: “Emerging company” “Edinburgh Success” “Catch them before they sell out the big theatres”</p>	<p>They perceive arts attendance as a badge...cutting edge, opportunity for self-expression, way to explore other cultures and socialise.</p>	<ul style="list-style-type: none"> • This was a popular success at Edinburgh Fringe • Politics of the piece; where possible we can hold “<i>Pearls of Wisdom</i>” post-show discussions. • Mixture of art forms: John Steinbeck/ new theatre/new music
<p>Traditional culture vultures</p> <p>Media: Theatre Brochures, Mail-outs, Local Listings.</p> <p>Message: “High-quality” “Steinbeck Classic” “Lyn Gardner”</p>	<p>They like absorbing culture; reading to theatre to crafts.</p> <p>Like to believe that they are accessing good quality art. Might be difficult to persuade them to see something daring.</p> <p>Having an activity or event endorsed by those whom they hold in high regard will be critical; experts and critics in traditional arts genres or high-profile political or business figures.</p>	<ul style="list-style-type: none"> • Play up the literary aspect of the piece; post-show discussion specifically looking at page/stage. • “<i>Pearls of Wisdom</i>” talks. - Make sure that review quotes are prominent, inc. Guardian and other National Press. • Get well known speakers to come and speak afterwards. • Get local bookshops, libraries, Universities, community groups, literary festivals involved.
<p>Mature explorers</p> <p>Media: Theatre Brochures, Mail-outs, Local Listings.</p> <p>Message: “Steinbeck Classic” “Adaptation of a Mexican folk tale”</p>	<p>They have comparatively specific interests in history, politics, food and art.</p> <p>They are highly likely to recommend events they attend to others.</p> <p>Provide other opportunities in the context of their lives and broadening their thinking.</p> <p>Provision of well-prepared, information-rich background and accompanying materials.</p>	<ul style="list-style-type: none"> • In Edinburgh, lots of people this age came to see the show, all of whom were interested in Steinbeck. Word of mouth for this segment is key. • Steinbeck will be a big draw for them. Any discussions about Steinbeck would be good; professors doing a talk, advertising via the Steinbeck foundation. • Again, introduce our “<i>Pearls of Wisdom</i>” talks.
<p>Family and community focused</p> <p>Media: Local Listings, Community groups, Schools, Libraries, Local organisations.</p> <p>Message: “Quality storytelling” “Wide appeal”</p>	<p>They attend events for fun and to spend time with friends and family, not for self-expression or to widen their horizons.</p> <p>Positioning arts opportunities as fun for all, an educational opportunity for children or a chance to socialise with others in their local area. distributing information through community associations and displaying materials in community venues, could be effective.</p>	<ul style="list-style-type: none"> • In the past we have engaged with this group through ticket offers. • We can offer educational workshops, but as the show is appropriate for children 12+, this will exclude a lot of families. • The themes of the show are about community and society and how we organise ourselves, so this theme may appeal. • Emphasise the fun and open nature of our shows, that this isn’t “traditional” theatre.

AUDIENCE DETAIL



Segment	Behaviour Needs	Campaign Components
<p>Limited means, nothing fancy</p> <p>Media: Local Listings, Community groups, Schools, Libraries, Local organisations.</p> <p>Message: “Quality storytelling” “Wide appeal”</p>	<p>‘The arts’ are an unfamiliar concept for this group and will need to be positioned as part of a broader leisure opportunity and as exciting and time worthy.</p> <p>Working in partnership with local networks and community groups that engage with those who are on lower incomes or out of work may be effective.</p>	<ul style="list-style-type: none"> • Offering free/discounted tickets to community groups. This is a play that is about people with limited financial means – it speaks about the people in Limited Means bracket, so they may well engage on a deep level with the play. • Again we can offer workshops or ticket incentives.
<p>Fun, fashion and friends</p> <p>Media: Twitter, Facebook, Website, Web listings.</p> <p>Message: “Emerging company” “Edinburgh Success” “Catch them before they sell out the big theatres” “Inventive”</p>	<p>Arts opportunities positioned as ‘contemporary’, ‘trendy’, ‘fun’ and as an opportunity to spend time with friends and family.</p> <p>This group are online daily, so online social activity is key.</p> <p>The arts must be aligned with their interests and social lifestyle, and promoted through the appropriate channels.</p>	<ul style="list-style-type: none"> • Images associated with the show are vibrant and attractive. • Facebook presence is strong and consistently updated; quotes, short videos, photos. • Ongoing twitter presence; twitter challenges. Celebrity endorsement would help.
<p>Dinner and a show</p> <p>Media: Theatre Brochures, Mail-outs, Local Listings, Twitter, Facebook, Website, Web listings.</p> <p>Message: “High-quality” “Steinbeck Classic” “Original music” “Catch them before they sell out the big theatres”</p>	<p>They enjoy spending time with friends and family and socialising both online and offline.</p> <p>This segment makes few regular cultural outings unless they are music related.</p> <p>Arts positioning as entertaining and social. Multi ticket offers and marketing reciprocals at large scale venues could be effective.</p>	<ul style="list-style-type: none"> • Hard to reach group for us. • We can play-up the “new music” element in the copy, but I suspect that they go to music events to see bands/ artists they already know. • We can be open to ticket offers/bundles in the larger venues. • They may be susceptible to online presence.

Audience/Programmer Quotes:

Glad to have caught last perf of @DumbshowTheatre The Pearl, what a joy, magical storytelling, great performances. – Helen Pringle, Senior Producer Clean Break.

Great start to the day with The Pearl. Inventive staging, a slick ensemble & imaginative storytelling. Brilliant. @DumbshowTheatre – Matt Hassall, Education Manager, Bolton Octagon.

This was our top show out of 26 that we saw at this year’s fringe. Mesmerising imagery, beautifully acted with great moments of humour despite the moving storyline. A ‘MUST SEE’! – Joanna Bircher

Fantastic, anyone reading this must see The Pearl. Great adaptation of the story, innovation, adaptation, imagination and great acting. Told with pathos, humour and sincerity. Also makes you think. – Stuart Nichol

SAMPLE MAILOUT



house presents **Dumbshow's** *The Pearl*

Following a popular and critically acclaimed run at the Edinburgh Fringe 2013, Dumbshow bring their brand new adaptation of John Steinbeck's classic novella *The Pearl* to [venue] on [time and date].

A timeless fable about the allure of wealth, the confines of class and the redemptive power of love, it asks us to consider what we value most in the world.

When impoverished Kino finds the 'pearl of the world' he believes his family's life will be transformed forever. Seduced by the pearl's beauty and promise of riches, he is blind to the danger of having something that everyone else wants. Instead of bringing hope, *The Pearl* leads Kino and his family down a dark and dangerous path.

The Pearl is a classic story that deals with big questions about greed, society and family. Dumbshow's re-telling stays faithful to Steinbeck's text using dialogue and language from the original novella whilst also creating a visually inventive, free-spirited and bold new version.

Dumbshow's *The Pearl* is narrated by a chorus of beachcombers who construct the set and props from the sea's washed-up debris and transform into all of the characters in the story, accompanied by an original musical score created by composer and pianist Rollo Clarke. Acclaimed author Sam Gayton (*The Snow Merchant*, *Lilliput*) supplies a gripping and poetic script, whilst movement sequences have been choreographed by Edd Mitton (currently working with Matthew Bourne's *New Adventures*.)

Dumbshow have been making storytelling theatre of the highest quality for over 5 years, and their ensemble spirit shines through in this gripping, entertaining and moving retelling of a classic story. Dumbshow's most successful show to date, and appropriate for young (12+), old and everyone in between, *The Pearl* has something for everybody.

Praise for *The Pearl*:

★★★★ 'Hot Show' "A bric-a-brac masterpiece.... real emotional heart... an imaginative joy to behold" (The Scotsman)

★★★★ "Catch them before they start selling out the big theatres" (The Skinny)

★★★★ "A real treasure...the performances are as promising as the pearl itself" (ThreeWeeks)

★★★★ "Subtly political and ultimately moving" (A Younger Theatre)

★★★★ "Visually glorious" (Fringe Guru)

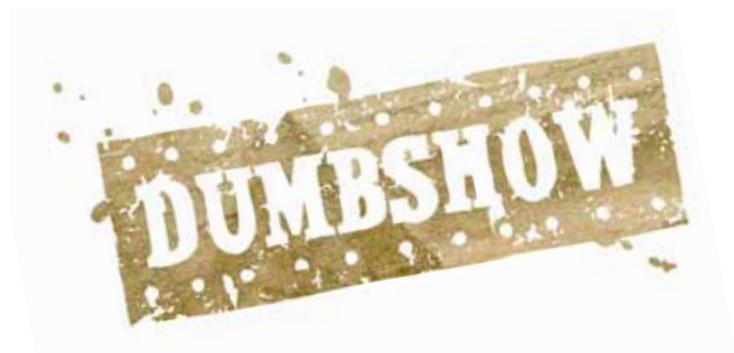
★★★★★ The Public Reviews, "Beautifully crafted ... a must-see" (The Public Reviews)

The Guardian's Lyn Gardner recommended *The Pearl* in her final Edinburgh festival tips on what to watch.

The Pearl will be at [venue] on [date] at [time] and tickets are [£X]. Call [venue]'s Box Office on [box office phone number] or visit [venue website] to book.

We hope to see you there!

Best Wishes,
[name]



PRESS



There will be a time-scheduled release of all press and publicity materials.

We will contact all venue press contacts three months before the tour commences to discuss press strategy nationally and locally and agree an exact timetable for action. We will also ensure that all venue press officers have our national and local press release and photos.

Press releases will be sent to national press contacts (in print and broadcast media) two months before the tour commences. We have a good relationship with The Guardian and TimeOut and other individual arts journalists who have reviewed us in the past. We also have good relationships with sites including IdeasTap, A Younger Theatre, WhatsOnStage and Broadway Baby. Our press officer Nicola will chase up press releases to ensure receipt is acknowledged and to suggest angles that may appeal to individual writers.

Local press releases will be sent to local newspaper contacts one month before our performance in each area, with local angles where possible.

We will offer interviews with cast and crew, tailored to reflect local connections to the tour venues where possible. We will also offer ready-made quotes and Q&As.

Our press officer will be contactable at all times and respond to requests. We will also proactively offer news-lines and topical feature ideas that are relevant to the production where appropriate.

Key messages:

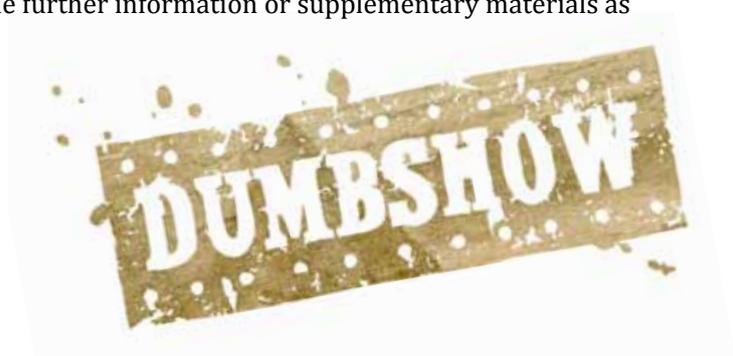
- Brand new adaptation of John Steinbeck's classic novella 'The Pearl'
- Critically-acclaimed hit from the Edinburgh Festival Fringe 2013 tours. Recommended by The Guardian's Lyn Gardner and 'Hot Show' in The Scotsman
- Script written by Sam Gayton, author of novels 'The Snow Merchant' and 'Lilliput'
- Directed by Michael Bryher, finalist for the 2013 JMK Award and Associate Artist for the National Youth Theatre
- Original music composed by the pianist Rollo Clarke
- Pertinent political themes of wealth, greed, class, and social mobility.
- Timeless human themes of family, love, and forgiveness.

Content:

We can offer venues:

- Rehearsal and production photos
- Interviews with members of the cast and crew - and we will always let a venue know if a cast or crew member has local connections to the area which could be attractive for local press
- Ready-made quotes from cast and crew instantly useable for local journalists
- Links to our blogs about The Pearl and other extra content
- Audience comments
- MP3 files of original music from the show
- Our press officer Nicola Cutcher can efficiently provide further information or supplementary materials as requested by venues or journalists.

Press release and mail out templates sent with this document and available to download at:
www.dropbox.com/sh/eqc0b3h808bqknr/M-Vv25AZik



SAMPLE PRESS RELEASE



house present Dumbshow

The Pearl

adapted by Sam Gayton from the novella by John Steinbeck
directed by Michael Bryher

[add dates]
[add venue]

Following a popular and critically-acclaimed run at the Edinburgh Festival Fringe 2013, Dumbshow tour their brand new adaptation of John Steinbeck's classic novella *The Pearl*. A timeless fable about the allure of wealth, the confines of class and the redemptive power of love. It asks us to consider what we value most in the world.

When impoverished pearl-diver Kino finds the 'pearl of the world' he believes his family's life will be transformed forever. Seduced by the pearl's beauty and promise of riches, he is blind to the danger of possessing something that everyone else wants. Instead of bringing hope, the pearl leads Kino and his family down a dark and dangerous path.

Steinbeck's story resonates strongly today as we reel from a financial crisis and begin to question anew whether money has become our master rather than our servant.

The Pearl is narrated by a chorus of beachcombers who construct the set and props from the sea's washed-up debris and transform into all of the characters in the story, accompanied by an original musical score created by composer and pianist Rollo Clarke.

Sam Gayton supplies a gripping and poetic script, faithful to Steinbeck's story and spirit. Sam is a published author whose first novel *The Snow Merchant* made Amazon's 'Best of 2012' list of the Top Ten Children's books.

Dumbshow is an ensemble theatre company that has been working together for over 6 years. Dumbshow is committed to telling powerful stories that explore the human condition with wit, charm and emotional impact. Dumbshow toured *Clockheart Boy* around England in Autumn 2012 with Arts Council funding.

Dumbshow's Artistic Director Michael Bryher trained at LAMDA. He is an Associate Artist for the National Youth Theatre, and has worked with companies including Kneehigh, Dreamthinkspeak and the RSC. He was also a finalist for the 2013 JMK Award.

Praise for *The Pearl*:

- ★★★★ 'Hot Show' "A bric-a-brac masterpiece.... real emotional heart... an imaginative joy to behold" (The Scotsman)
- ★★★★ "Catch them before they start selling out the big theatres" (The Skinny)
- ★★★★ "A real treasure...the performances are as promising as the pearl itself" (ThreeWeeks)
- ★★★★ "Subtly political and ultimately moving" (A Younger Theatre)
- ★★★★ "Visually glorious" (Fringe Guru)
- ★★★★★ The Public Reviews, "Beautifully crafted ... a must-see" (The Public Reviews)

The Guardian's Lyn Gardner recommended *The Pearl* in her final Edinburgh festival tips on what to watch.

For more information please visit www.dumbshow.org
For press photos, interviews and further information please
contact Dumbshow's Press Officer Nicola Cutcher on
07798 888585 or press@dumbshow.org



ONLINE



In the two months leading up to the tour we will start regularly posting content related to *The Pearl* online – generating conversations and engagement around the play’s themes and ideas, tour locations, John Steinbeck and more. Our twitter account is active and responsive on a daily basis at all times. We’ll post regular updates from our rehearsals and throughout the actual tour, engaging with venues and audiences throughout.

Our online marketing campaign for *The Pearl* will be **inviting, inclusive** and **accessible** – reaching out to different audiences with different messages.

We want to engage anybody interested in John Steinbeck; targeting literature-lovers, book festivals, reading groups, universities, schools and bookshops. This audience may also be interested in the fact that author Sam Gayton has written our adaptation.

We also want to engage community groups, activists, thinkers, and academics with the big ideas and themes that Steinbeck addresses; wealth, greed, inequality, social mobility and social justice. We will be willing to work with venues to target specific people/groups using their local knowledge.

We also like to give our followers a glimpse into how we make our work and we share backstage photos and thoughts about the creative process through social media and our blog. Our composer Rollo Clarke will also share original music from the show.

Messaging:

- Brand new adaptation of John Steinbeck’s classic novella ‘The Pearl’
- Critically-acclaimed hit at the Edinburgh Fringe comes to XXX. Recommended by The Guardian’s Lyn Gardner and a Hot Show in The Scotsman.
- Script by the brilliant author Sam Gayton, who has published novels ‘The Snow Merchant’ and ‘Lilliput’.
- Imaginative production. Visual feast with original music
- What do you value most? Tell us what is most precious to you! (Interactive question for twitter/facebook campaign - we want audiences to engage with this question which is at the heart of *The Pearl*)
- Has money become our master rather than our servant? (Another interactive question as above)

Components:

- Twitter: **@DumbshowTheatre** #ThePearl #Steinbeck Our writer @Sam_Gayton is an author published by @AndersenPress. We also have ongoing hashtags as a company: #dumbshowdinners for photos of the company eating together during rehearsals and touring; #dumbshowdogs for any cute dogs that we encounter and get a snap of or with.
- Facebook: **www.facebook.com/dumbshow** We’ll post photos and updates on our Facebook page, as well as links to press coverage and tickets offers.
- SoundCloud: **www.soundcloud.com/rolloclarke** Our composer Rollo Clarke will share original music from the show which we will promote through social media.
- Flickr: **www.flickr.com/photos/dumbshow/sets/72157633432248909/** Our best production photos will be available to view and download on our Flickr account in this album for *The Pearl*.
- Website: **www.dumbshow.org** Trailer is viewable on our showpage. We will post extra material on our Dumbshow blog and link to these blogs from our social media accounts.
- Website mailing list - We’ll keep Dumbshow fans posted on all of our tour plans via email too.



BOX OFFICE INFO



What is the performance?

An adaptation of John Steinbeck's novella. When an impoverished pearl-diver finds the pearl of the world he thinks his life will be transformed forever. But seduced by its beauty and the promise of riches, he is blind to the pearl's destructive power – will he realize before it's too late?

How long is the performance?

1hr10

Are there any lighting or strobe effects?

A small amount of smoke is used

What is the age recommendation?

12+

Is there any music or songs?

There is an original score, written by our composer Rollo Clarke, along with some well known songs!

What does the set look like?

The set is a beachcombers' shed, filled with props to tell the story

How many performers are there?

There are five actors in the cast

Who are the company?

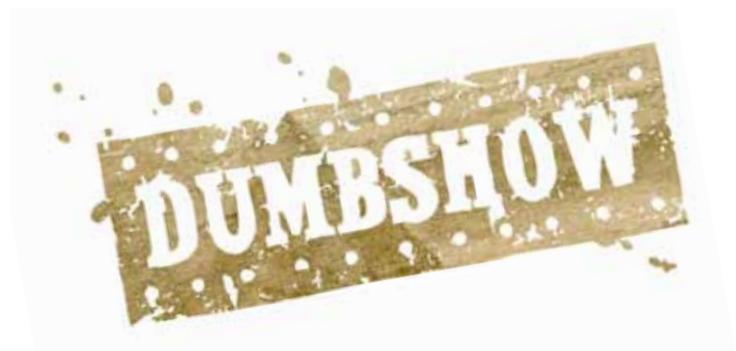
Dumbshow

How can I find out more about the artist?

WEB: www.dumbshow.org

TWITTER: [@dumbshowtheatre](https://twitter.com/dumbshowtheatre)

FACEBOOK: facebook.com/dumbshow



OPPORTUNITIES



We adapted *The Pearl* because we think that it is a story that is important and relevant to today's society. We always strive to make the highest quality theatre possible and aim to give our audiences a good night out. We offer several opportunities to allow the audience to take part in and around the show, and we would love to talk to you further about how we can implement these ideas in your venue.

Audience Book Club:

Taking inspiration from *Dialogue* at BAC and *Talk Show* at Camden People's Theatre, in Leighton Buzzard we are going to be facilitating a book group after the show in conjunction with the local library called *The Audience Book Club (ABC)*. The Library will be ordering in extra copies of the novella, and we will then invite people who have read the book to engage in an hour long discussion after the show hosted by the director and cast.

ABC will be appropriate for venues that have an existing relationship with their local library or would like to develop more of a relationship. It will be a way of accessing audiences that are part of the local community - through library activities and groups that use library services, but don't necessarily go to their local theatres.

This will be more informal than a post-show discussion, and at the same time more focused.

We plan to get bookmarks printed up alongside our flyers to give to libraries that take part. We will also work with libraries to allow them to make displays to advertise the opportunity.

Pearls of Wisdom:

To enhance the quality and depth of our post-show discussions, *Pearls of Wisdom* will invite local speakers to talk in conversation, considering the issues of the play.

The Pearl explores themes of wealth, class, and materialism. It poses big questions: What do we value most? When does aspiration become greed? How far would we go to fight for what we think is right, or rightfully ours?

We will ask local speakers - academics, journalists, campaigners, and other community voices - to respond to *The Pearl*, discussing ideas of social justice, morality, and the role of money in society. We hope these talks will enrich the audience's experience of watching the play.

The Pearl is about community and society and we would love to allow local people's voices to come through in response to our piece of theatre.

This activity is not one-size fits all - it will need to be tailored for each venue. It will be appropriate for venues that are already engaged with community action groups and charities. It will also be appropriate for venues that have links to educational institutions and attached academics, as well as venues that serve vibrant communities and have interesting social histories. We are keen to engage people that aren't ordinarily theatre-goers, but who are likely to respond to the ideas in the play.



OPPORTUNITIES



Workshops

As a Steinbeck adaptation, *The Pearl* is attractive to schools. We are offering several workshops from company members who are extremely experienced workshop leaders.

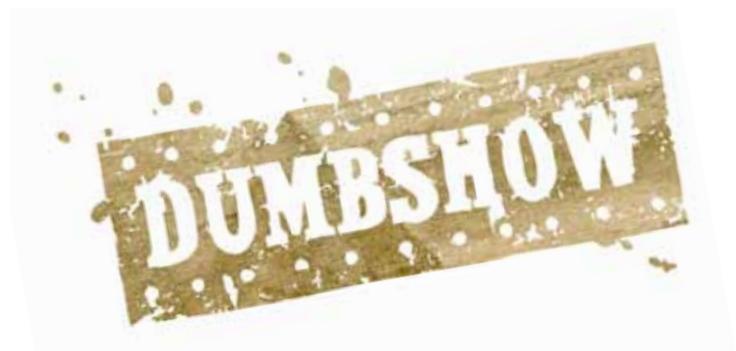
We can offer workshops for all ages on **ensemble**: What does the word ensemble mean? How do ensembles work? How can playing help the acting and devising process?

Devising: Where do you start? What tools can you use to make theatre? How can you hone and refine your ideas?

Adapting or Page to Stage: How do you go about adapting something for live performance? What questions do you need to ask yourself? How do you choose what to include and what to leave out?

Steinbeck: What themes does Steinbeck touch on in his work? Where do these themes feature in *The Pearl*? How do these themes work in performance?

The style of performance is one that breaks the fourth wall, so the audience feel throughout that they have been made part of the play (although there is no specific audience interaction during the performance), so these post-show activities will build on the relationship that we establish with the audience in the theatre. We would love to talk to you further about ways that we can engage audiences around the performance, so if you would like to talk to us further about any of these ideas, please get in touch.



ABOUT DUMBSHOW



Dumbshow make **visually arresting** and **textually rich** storytelling theatre. Our aims are:

- to tell stories that fire our imaginations, that are important and that need to be told in the theatre;
- to create live events that celebrate the collective experience;
- to make plays that are intellectually and emotionally challenging

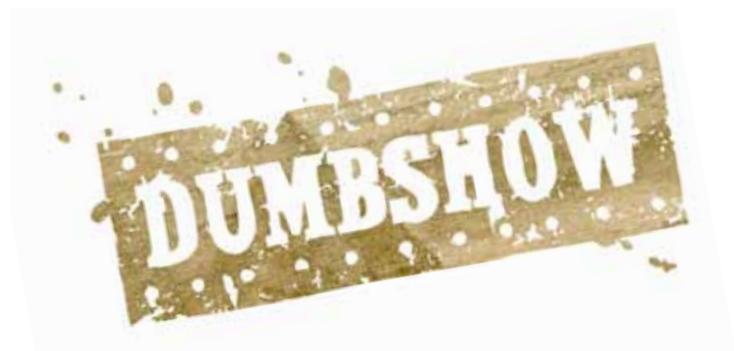
Dumbshow has performed at venues around the UK including The Young Vic, Manchester Royal Exchange and The Lyric Hammersmith. We are comprised of a variety of creative professionals: Director Michael Bryher trained at LAMDA and is an Associate artist for The National Youth Theatre. He has worked with companies such as Kneehigh, dreamthinkspeak, and the RSC and was a finalist for the 2013 JMK award at The Young Vic. Writer Sam Gayton has had two novels published by Anderson Press, *The Snow Merchant* and *Lilliput*, and his new novel *Hercufleas* will be published in 2014. Producer Heather Young has worked as General Manager for C venues at the Edinburgh Festival Fringe and works as a freelance general manager, company stage manager and administrator for companies such as English Pocket Opera, Arts Theatre West End and Seabright Productions. The company is further comprised of actors, writers and musicians who have worked for institutions including The BBC, The Guardian and The National Theatre.

Company coverage:

"Moving, visually astonishing... bittersweet beauty might very well stop your heart"
'Hot Pick', The Metro, 12 Aug 2008 (*Clockheart Boy*)

"I'd pay good money to see this at the National"
The Stage, 11 Aug 2011 (*Roar*)

Three Dumbshow productions – *To the End of the World* (2007), *Clockheart Boy* (2008) and *The Pearl* (2013) – were all picked as Hot Shows in The Scotsman at the Edinburgh Festival Fringe, and we have also featured as Pick of The Week in The Guardian and Pick of the Day in the Metro.



ABOUT HOUSE



WHO WE ARE:

house supports venues by improving the range, quality and scale of theatre presented across South East and Eastern England, and exists to build the audience for contemporary theatre across the region.

house is led by Farnham Maltings, and steered by a group of programmers and producers comprising Brighton Dome, Colchester Arts Centre, Newbury Corn Exchange, New Theatre Royal Portsmouth, New Wolsey Theatre Ipswich, Oxford Playhouse, South Street Reading, The Point Eastleigh, and Watford Palace Theatre.

house is supported by Arts Council England.

WHAT WE DO:

house curates and underwrites a varied programme of around 20 contemporary theatre productions each year for our network of over 125 venues. This programming is informed by the views of our steering group, venue network and their audiences, and is supported with marketing and publicity strategies.

We are cultivating the theatre ecology of the South East and Eastern England by hosting regular training and networking opportunities and brokering conversations between companies and venues.

We are also developing this website as a digital platform for the professional theatre sector, both in our region and beyond. The website is an open resource that shares ideas, templates, information and opportunities, as well as hosting a regularly updated blog.

www.housetheatre.org.uk

@housetheatre

