



MARKETING AND PRESS PACK



Marketing & Promotion

Marketing Resources

- A5 flyers – sent July 2014
 - A3 posters – sent July 2014
 - Bespoke schools e-flyer (supplied in June on request, and can provide a bespoke version now on request)
 - Bespoke e-flyer available on request
 - Images and copy for brochure and website
 - Production photos - available from October 2014
 - Video interviews with members of the cast and creative team (currently with Nick Tyson – Composer; Verity Quinn – Designer; Tom Simper and Katy Daghorn – Cast. Interview with David Lane coming soon, along with a compiled trailer)
 - Production trailer will be available in October 2014
 - Education resources available online at www.halfmoon.org.uk
 - Members of the cast/creative team available for interviews & photo calls
 - Your box office details on the Half Moon website
 - A Half Moon contact for queries/support
-

Target Audience

- New writing audiences
 - Young people aged 13+
 - Youth theatre/drama group attendees at your venue
 - Secondary schools
 - Youth groups
 - Teachers and group leaders
 - Attendees of previous Half Moon shows
 - Audiences to other teenage work, including work by Philip Ridley, Mark Ravenhill, John Retallack, Fin Kennedy, Anthony Neilson, Jemma Kennedy etc
 - Productions from other producers of young people's and new writing work including Out of Joint, NT Connections, Bush Theatre, Northern Stage, Paines Plough, 20 Stories High etc.
 - Members of parkour/free running clubs
 - People interested in themes of female migration and the experience of being a female refugee in the UK (one of the themes explored in the play)
 - Students studying drama courses, including GCSE and A Level drama
-

Key Selling Points

- Half Moon has an excellent reputation for providing high quality theatre for young people (*"An astonishing, enthralling production that successfully blends hip hop and theatre and manages to address ethnic and social issues without being patronising"* The Stage, on Half Moon's production of *Locked In*)
- The play was newly commissioned by Half Moon in 2012
- David Lane's work has received critical acclaim, including most recently Stalin's Daughter at Bristol's Tobacco Factory (*"Lane's writing has a hurtling power"* The Times). His last commission for Half Moon, Begin/End, was nominated for the Meyer-Whitworth award (*"the emotional charge and dislocation is beautiful"* The Guardian)
- The play has been developed in direct consultation with teenagers, so speaks with the authenticity of their voices

- At the foundation of the play is the sport of free-running (otherwise known as Parkour) which is currently very on-trend
- The play explores themes that are relevant to young people
- The play's development included a research and development process that enabled the writer to work with young people on the script's development
- Each performance features a 'text back' session which provides audience members with the opportunity ask members of the cast questions anonymously, by texting their questions, which are read out live on stage

Images

The images below are available for use in brochures, flyers and on websites. High res versions can be downloaded at:

<https://www.dropbox.com/sh/o15540e974tn023/KKvgzLRImU>

Please visit contact Rich Matthews (rich@halfmoon.org.uk) to request copies of the images below in web and print format. Image can be used either vertically or horizontally.

Production photos will be available in early October 2014.



Flyer and title jpeg Credit: © Matt Hodges Design

The Play

The Characters

Kris (age 16), white male from East London
Zara (age 16), female, Middle eastern origin

The Story *(for reference only, please do not reproduce)*

Following the paralysis from the neck down of his training partner Sab (who we never see, only hear about) during an unsupervised session, parkour fanatic Kris has been ostracised by his training group, rejected by the only male figure in his life he truly looks up to - his adult parkour coach - and is now isolated from his family too, who feel their concerns about the dangerousness of parkour have now been proved. Without a coach or a training group, Kris now traverses the streets of London by night on 'stealth' runs.

On a run through the City of London one night Kris is aware of being followed. In the heart of the square mile he comes face to face with Zara. She's been watching him since he started his night runs. Sometimes following, sometimes hanging back. She asks to be his new training partner, but Kris refuses: he knows nothing about her. Then she shows him that she moves through the city like he moves - though her style is smoother, more natural and efficient, near-silent. Kris asks who she is, desperate to be able to move in the way she does, but she refuses to answer: only agreeing to meet him there again the next night. He does, and they begin to train together.

Kris begins to believe Zara is the only one in the world who'll understand him - he wonders if she might be the one who can partner him again on his parkour vision now that Sab can't, to help him escape the physical trappings of his environment and his life. Zara on the other hand is breaking a golden rule of her own - not to get connected, not to get settled - but is getting seduced by what she needs, which is what Kris has: a home, a family, a pathway for a life that can push you along in the world, rather than always having to push for yourself.

Kris starts to look for Zara in the day, curious to know more about her, but can never track her down. He follows hints about where she works, where she lives, but ends up frustrated: he wants to know more about her and she's never there. Zara knows it's happening and is resisting contact: she watches him watching for her, almost a game of cat-and-mouse through the city. Their futures are reaching a crossroads: run forward into a future of ignorance and companionship, protecting one another from facing hard truths - or confront their pasts (Kris' guilt / Zara's secret) and have to separate forever.

Partly through frustration at not knowing her fully, Kris starts to push Zara in their training, repeating the patterns that got Sab injured - his ego and machismo diverting them from safety. He has to prove himself and wants to break her down. She simply wants to feel settled and at one with her environment: Kris wants to push them both harder, conquer the city, achieve status; he wants to be top of the pack. She rejects this, particularly when Kris becomes angry, displaying a capacity for violence that scares her. Kris accuses her of cowardice; Zara tells him it's his fault Sab is paralysed. They fall out. But the next night, they turn up again, in the usual place - they realise the implication that they need one another. Tentatively they talk openly for the first time, without training, sitting up on the roofs looking over London, Zara starting to open up to Kris - but

Kris is still being evasive with Zara when asked about Sab. Kris says it isn't going to work training anymore, but Zara says she has planned out a route, that she's been listening to what he wants, that it'll be the most spectacular ever. She asks him to come back for one last night of training.

The next night Zara runs Kris into the jump where Sab fell. She tries to make him do it and he refuses. She describes the pressure that Sab felt, and then goes on to describe what he was wearing, what they'd done in preparation that day too. She is presenting Kris with facts only he and Sab could know. Then she runs to take the leap where Sab fell: Kris is too slow to stop her and she hits the ledge opposite with her face, plummeting down to the alleyway. He looks down to find her: but there is no sign. Then Zara appears behind him on the rooftop, perfectly fine. This is her secret. Zara is part of the urban landscape, having reached the point in parkour which was the transcendent 'flow' all aspired to, and getting literally absorbed by the city. But this state has only trapped her from reality: she can only haunt the cities to which she travels, be seen only by those close enough to the same state of transcendence. This is her warning to Kris, not to lose himself: to reconnect with the world.

Kris agrees to see Sab. Zara tells him they can't meet again; he protests, but she can never settle, not in the way he would want. The world is always opening up for her, but London is still where Kris' life is. Zara runs off – across the gap where Sab fell. She makes it, but doesn't turn back, simply keeping on running, until she is swallowed up by the city. Kris goes to the hospital to see Sab.

Key Themes

- A play about what (and who) we're choosing to connect to, and disconnect from, and how those choices reflect our willingness to ask difficult questions about ourselves
- The practice of parkour treads an interesting fault-line between strict discipline and an activity that promotes removal of obstacle in our lives. FREE looks at what happens when the discipline does the opposite and becomes the obstacle itself
- Inner city urban culture
- Identity, fear, and learning to move on
- The blending of realism with elements of mystery

CAST AND CREATIVE TEAM

CAST

Kris
Zara

Tom Simper
Katy Daghorn

CREATIVE TEAM

Writer
Director
Designer
Composer
Lighting Designer
Stage Manager

David Lane
Chris Elwell
Verity Quinn
Nick Tyson
Fred Beaufort
Sarah Cowan

HALF MOON STAFF

Beccy Allen
Fred Beaufort
Euan Borland
John Bunker
Jackie Eley
Chris Elwell
Vera Kitzler
Rich Matthews
Melissa Stanford

Producer (Creative Learning)
Production and Technical Manager
Venue and Programmes Administrator
Cleaner
Administrative Director
Director/CEO
Box Office Assistant
Communications & Development Manager
Creative Learning Assistant

For general enquiries about the tour, contact us on
020 7709 8901 / admin@halfmoon.org.uk

For Press and Marketing related enquiries, contact Rich Matthews on
020 7709 8907 / rich@halfmoon.org.uk

Brochure & Web Copy

Half Moon presents

FREE

A new play for teenagers by David Lane

STRAPLINE

How far would you run to find freedom?

A hard-hitting story of two teenagers, brought together through the dynamic discipline of free-running.

FULL COPY

Kris and Zara share a city but can't find a place to rest. Haunting memories mix with an uncomfortable present as they keep on running, unable to face the consequences of their pasts – unable to stop or think for even a moment.

FREE tells the story of two teenagers, brought together through the dynamic discipline of free-running who face life-changing choices when a practice designed for self-improvement and freedom starts to cage them in. From dusk til dawn, against the backdrop of a sterile urban skyline, Kris and Zara form an obsessive relationship with one another, their city and the sport they know is pushing them to the limits of what is safe. Twisting together the real and the imagined, FREE asks what we're running away from and if we're ever willing to stop and confront what we've left behind.

Inspired by his on-going work with young people, David Lane's script has been developed in consultation with teenagers and speaks with the authenticity of their voices. David is an exciting new writer. FREE is his second commission with Half Moon following the Meyer-Whitworth award-nominated Begin/End (2010) ("the emotional charge and dislocation is beautiful", The Guardian).

FREE runs 60 minutes (no interval) and is immediately followed by a textback session.

SHORT COPY (94 words)

Kris and Zara share a city but can't find a place to rest. Haunting memories mix with an uncomfortable present as they keep on running, unable to face the consequences of their pasts – unable to stop or think for even a moment.

FREE tells the story of two teenagers, brought together through the dynamic discipline of free-running who face life-changing choices when a practice designed for self-improvement and freedom starts to cage them in. FREE asks what we're running away from and if we're ever willing to stop and confront what we've left behind.

Box Office Brief

Company	Half Moon	
Show	FREE	
Cast	Kris Zara	Tom Simper Katy Daghorn
Production Team	Writer Director Designer Composer Lighting Designer Stage Manager	David Lane Chris Elwell Verity Quinn Nick Tyson Fred Beaufort Sarah Cowan
Running Time	60 mins (no interval) + text/chatback session (aprox 20 mins)	
Age Range	13+	
Strong language	Some	
Nudity	None	
Extras	Text/Chatback sessions after all performances. This is an opportunity for the audience to text in or ask the performers questions about the production.	

Brief Description

A hard-hitting story of two teenagers, brought together through the dynamic discipline of free-running.

FREE tells the story of two teenagers, brought together through the dynamic discipline of free-running who face life-changing choices when a practice designed for self-improvement and freedom starts to cage them in. From dusk til dawn, against the backdrop of a sterile urban skyline, Kris and Zara form an obsessive relationship with one another, their city and the sport they know is pushing them to the limits of what is safe.

Twisting together the real and the imagined, FREE asks what we're running away from and if we're ever willing to stop and confront what we've left behind.

Please visit www.halfmoon.org.uk for more information.

PRESS RELEASE
For immediate release



FREE at [venue name]

Acclaimed young people's theatre company Half Moon are touring a powerful and hard-hitting new play for teenagers by award-nominated writer David Lane this autumn, following their successful collaboration with Lane on *Begin/End* in 2010. *FREE* will be coming to [venue name] from [date] to [date].

When the process of free-running starts to cage teenagers Kris and Zara in, they form an obsessive relationship with one another, their city and the sport they know is pushing them to the limits of what is safe. Twisting together the real and the imagined, FREE asks what we're running away from and if we're ever willing to stop and confront what we've left behind.

Inspired by his on-going work with young people, David Lane's script has been developed in consultation with teenagers and speaks with the authenticity of their voices. David is Associate Artist at Theatre Royal Bath's the egg and has worked as a dramaturg, playwright and lecturer for ten years. In addition to the work he has had commissioned by Half Moon (*Begin/End* and *FREE*), he has also had work for young people commissioned by Hackney's Immediate Theatre (*Bloodlines* in 2007 and *The Road* in 2010). His latest play, *Stalin's Daughter*, recently completed a run at Bristol's Tobacco Factory, where it met with critical acclaim ("*Lane's writing has a hurtling power*" The Times).

The cast of *FREE* is made up of Tom Simper, who plays Kris, alongside Katy Daghorn, playing Zara. *FREE* is directed by Chris Elwell, also CEO of Half Moon, with set and costume designs by Verity Quinn and a specially-commissioned score by Nick Tyson. Biogs are available overleaf. Video interviews with the creative team are available online at www.halfmoon.org.uk/free

Chris Elwell, Director of *FREE* commented:

"I'm delighted to be working with David Lane again on this brilliantly exciting new piece. David's writing has extraordinary fluency and strength and I know the young people who come to see the play will feel it speaks directly to them. Alongside the rest of the talented cast and creative team we've assembled, I can't wait to start rehearsals."

FREE is a hard-hitting and powerful story of fear, identity and learning to move on that will resonate powerfully with audiences.

[Dates, ticket prices & box office information]

ENDS

Notes to Editors

For further information or to arrange interviews, photographs and press tickets please contact Rich Matthews on 020 7709 8907 or rich@halfmoon.org.uk

FREE is presented by Half Moon, with support from The Idlewild Trust and Austin and Hope Pilkington Trust.

Further Information

Cast & Creative Team Biographies

Tom Simper - Kris

Tom Simper studied at Rose Bruford College, during which time he was chosen to play the role of Iago in Othello for The Sam Wanamaker Globe Festival. Since graduating, he has worked across theatre, radio and film, where roles have included Romeo in Romeo and Juliet and Joel in All Together Now.

Katy Daghorn - Zara

Katy Daghorn trained at Mountview. Her theatre performances include Othello (UK tour), Jane Eyre (Rosemary Branch Theatre) and Hush (Edinburgh Festival Fringe). Her film credits include Little Devil and Perfect State, and radio credits include Mind Hackers for BBC Radio 4 Drama.

Chris Elwell - Director

Chris Elwell is CEO of Half Moon. His most recent credits as writer/director include When Spring Comes, Moon and Genie, Big Red Bath and Rip Fold Scrunch (all for Half Moon), as well as a cannon of work presented bi-lingually in English and BSL including Baa Moo Yellow Dog (also adapted for TV in 2010), Icicle Bicycle, Igloo Hullabaloo and My Friend Snow.

Verity Quinn - Designer

Verity Quinn is a London based designer specialising in large-scale outdoor and site specific performances and installations. Recent design credits include Dora at the Unicorn Theatre, The Trial at Shoreditch Town Hall and work for Club Adelphi (which she also co-runs)

Nick Tyson – Composer

Nick Tyson is an award winning guitarist, composer, band-leader and tutor. His work covers a variety of genres including dub, jazz, classical and folk, and he is currently developing a new acoustic project entitled *Chambr*.

About Half Moon

Half Moon is a local organisation with a national remit, committed to supporting artists and young people at every stage of their creative development. Working from our base in East London we specialise in new writing and artform development, acting as a gateway organisation that provides pathways for progression and experimentation. Our wide-ranging programme reaches 27,500 people annually and engages those who are often excluded from arts activity. Our activity includes a season of professional plays for young audiences, national touring productions and an extensive creative learning programme, including five youth theatres. We are a National Portfolio Organisation of Arts Council England and receive regular funding from the London Borough of Tower Hamlets.

Press Quotes - Recent Half Moon productions

"David Lane's two-hander maps the girls' relationship with intensity, in writing that is flecked with everyday poetry." **The Guardian** on *Begin/End*

"This very watchable play addresses some difficult issues with commendable sensitivity." **The Stage** on *Begin/End*

"Director Angela Michaels skilfully maintains the temperature at just below boiling point." **The Stage** on *Look to the Sky*

"This elusive new short appeals by keepin' it dreamlike" **Time Out** on *Look to the Sky*

"This is sensory theatre at its best. There is plenty for young children to see, listen to, touch and feel." **The Stage** on *Rip, Fold, Scrunch*

"An astonishing, enthralling production that successfully blends hip hop and theatre and manages to address ethnic and social issues without being patronizing."

The Stage on *Locked In*

"Angela Michaels' production is steely, and the young cast live and breathe their roles."

The Guardian on *Locked In*

"Fin Kennedy's play luxuriates excitedly in young urban culture"

Time Out on *Locked In*

Half Moon

"Half Moon is a pillar of creativity, uniting young people regardless of race, gender, and ability – go see for yourself" **Time Out**

"A theatre company that has meaningful connections to its local community, and that actively seeks out new playwrights to engage with it." **The Guardian**

"The hottest place in London for young people" **Evening Standard**

"Half Moon lives up to its aim of celebrating differences and diversity and encouraging inclusion" **The Stage**

Sample Schools Groups Booking Letter to accompany leaflet or brochure



[Venue Name]
[date]
[time]
[ticket prices]

A hard-hitting play for KS4 & KS5 exploring fear, identity and learning to move on
Performance lasts 60 mins + text/chatback

Dear Teacher,

We are pleased to announce that Half Moon Young People's Theatre will be visiting [venue name] on [date] with their compelling new play *FREE* for an extremely limited run, so book your tickets now!

Teenagers Kris and Zara share a city but can't find a place to rest. Haunting memories mix with an uncomfortable present as they keep on running, unable to stop or think for even a moment.

When the practice of free-running starts to cage them in, Kris and Zara form an obsessive relationship with one another, their city and the sport they know is pushing them to the limits of what is safe. Twisting together the real and the imagined, *FREE* asks what we're running away from and if we're ever willing to stop and confront what we've left behind.

Inspired by his on-going work with young people, David Lane's script has been developed in consultation with teenagers. *FREE* is his second commission with Half Moon following *Begin/End* ("the emotional charge and dislocation is beautiful", *The Guardian*).

"My GCSE and BTEC Drama students love Half Moon teenage plays! They always engage with the themes, language and design which results in a higher level of engagement and comprehensive evaluations of the production." Julia Williams, Drama AST at George Green's, East London

Please book as soon as possible by calling [enter box office contact]

Half Moon support this production with free teachers resources which can be downloaded from www.halfmoon.org.uk. Please contact [Beccy Allen for more information on 020 7709 8908, beccy@halfmoon.org.uk or alternatively your venue contact]

We hope to see you at [venue name] soon.

Best Wishes

[Enter name]

Schools/general e-flyer

We can provide you with a bespoke e-flyer, either for schools and/or for your general database.

[Click here](#) to see an example of the e-flyer.

If you would like a flyer with your details, please email rich@halfmoon.org.uk with following details:

- Your logo in eps AND jpg format
- Your overprint information (dates, times, prices etc) in the format you want it
- Box office details and web address



A hard-hitting story of two teenagers, brought together through the dynamic discipline of free-running, that explores fear, identity and learning to move on.



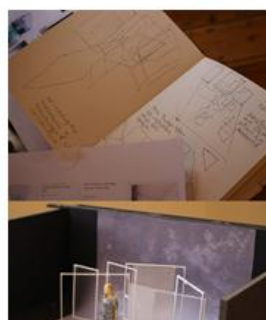
Teenagers Kris and Zara share a city but can't find a place to rest. Haunting memories mix with an uncomfortable present as they keep on running, unable to stop or think for even a moment.

When the practice of free-running starts to cage them in, Kris and Zara form an obsessive relationship with one another, their city and the sport they know is pushing them to the limits of what is safe. Twisting together the real and the imagined, *FREE* asks what we're running away from and if we're ever willing to stop and confront what we've left behind.

Inspired by his on-going work with young people, David Lane's script has been developed in consultation with teenagers. *FREE* is his second commission with Half Moon following *Begin/End* ("the emotional charge and dislocation is beautiful", *The Guardian*).

"My GCSE and BTEC Drama students love Half Moon teenage plays! They always engage with the themes, language and design which results in a higher level of engagement and comprehensive evaluations of the production."

Julia Williams, Drama AST at George Green's, East London



EDUCATIONAL RESOURCES:

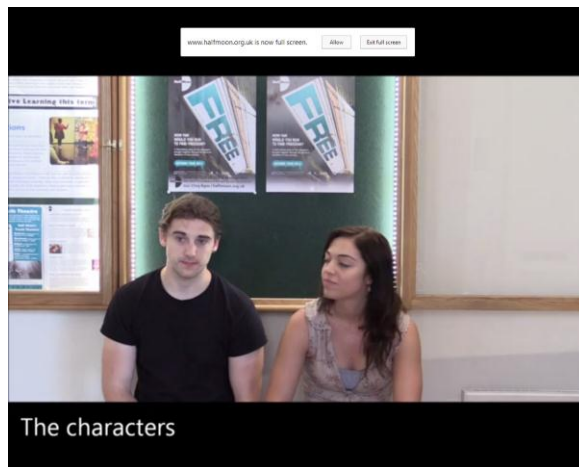
Throughout the rehearsal period, educational resources about the making of *FREE* will be available to download from Half Moon's website.

Currently available is a video

Video interviews with creative team

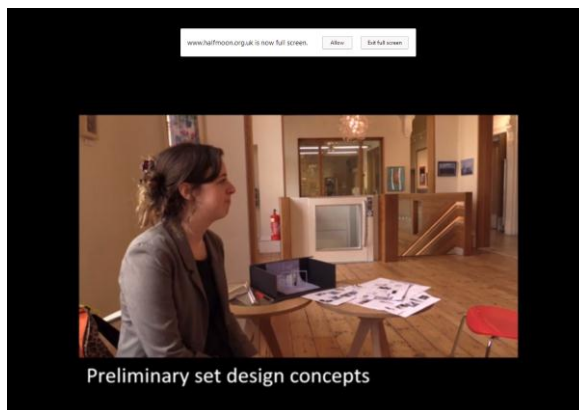
Interview with Tom Simper & Katy Daghorn (cast)

Available at: <http://vimeo.com/103795821>



Interview with Verity Quinn (Designer)

Available at: <http://vimeo.com/102329107>



Interview with Nick Tyson (Composer)

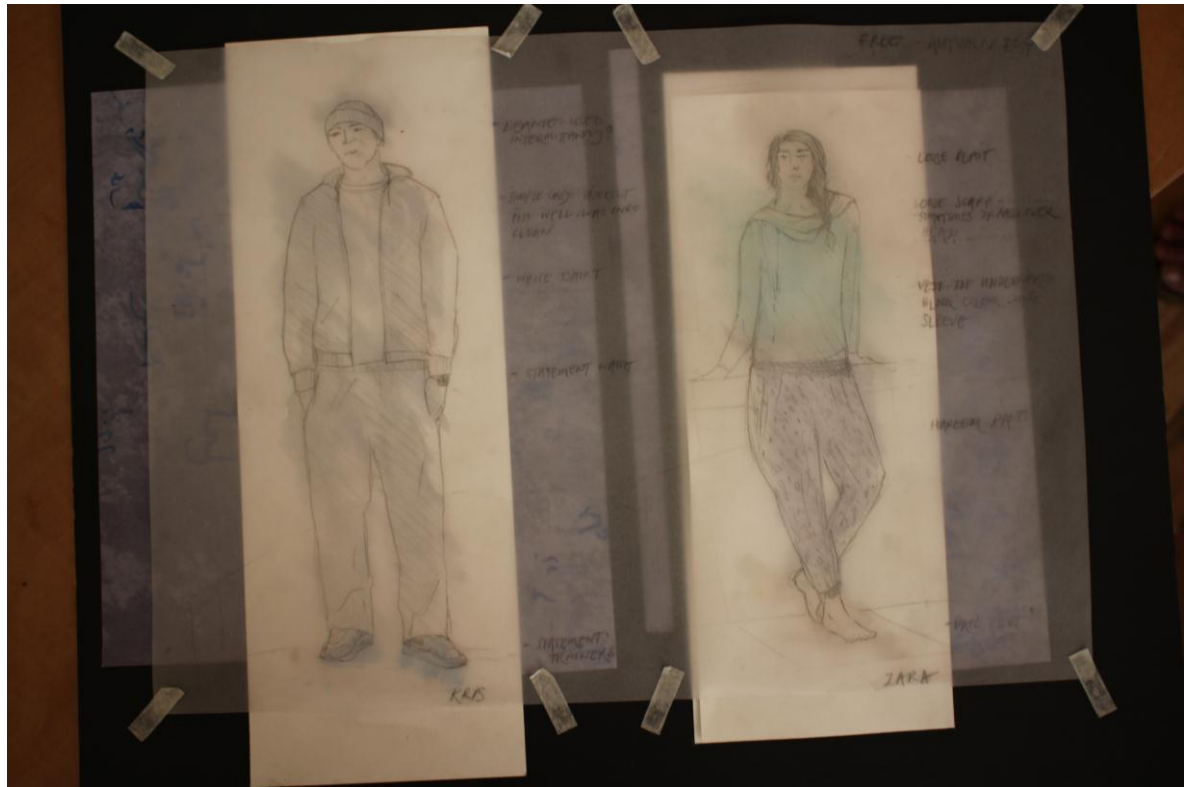
Available at: <http://vimeo.com/102325258>



Photos of set & costume designs:

Please feel free to use these photos on your website and social media, but please make sure to credit Designer – Verity Quinn. Contact rich@halfmoon.org.uk if you'd like these photos as attachments.





Tour Schedule

Wed 15 Oct 4.30pm & 7pm

Thu 16 Oct 4.30pm & 7pm

Fri 17 Oct 1.30pm & 4.30pm

Sat 18 Oct 3pm & 7pm

Tue 21 – Sat 25 Oct 7.45pm

Half Moon Theatre, London

020 7709 8900

www.halfmoon.org.uk

Thu 23 Oct 5pm & 7.45pm

The Drum, Theatre Royal Plymouth

01752 267 222

www.theatreroyal.com/free

Mon 27 Oct 2pm

The Garage, Norwich

01603 598646

www.thegarage.org.uk

Tue 4 Nov 4.30pm & 7pm

Kings Theatre, Portsmouth

023 9282 8282

www.kings-southsea.com

Wed 5 Nov 8pm

Marine Theatre, Lyme Regis

01297 442 138

www.marinetheatre.com

Thu 6 Nov 7pm

the egg, Theatre Royal Bath

01225 823 409

www.theatreroyal.org.uk/the-egg

Fri 7 Nov 7pm

Pound Arts Centre, Corsham

01249 701628

www.poundarts.org.uk

Sat 8 Nov 3pm & 7.30pm

The Station, Bristol

www.thestationbristol.org.uk/FREE

Sun 9 Nov 7.30pm

The Gulbenkian, Canterbury

01227 769 075

www.thegulbenkian.co.uk

Mon 10 Nov 4.30pm & 7pm

Half Moon Theatre, London

020 7709 8900

www.halfmoon.org.uk

Wed 12 Nov 4.30pm & 7pm
University of Bedfordshire Theatre, Bedford
01234 793197
www.beds.ac.uk/theatre

Thu 13 Nov 8pm
Redbridge Drama Centre
020 8708 8803
www.redbridgedramacentre.co.uk

Sat 15 Nov 4.30pm & 7.30pm
Tramshed, Plumstead
020 8854 1316
www.glypt.co.uk

About Half Moon

Half Moon is a local organisation with a national remit, committed to supporting artists and young people at every stage of their creative development. Working from our base in East London we specialise in new writing and artform development, acting as a gateway organisation that provides pathways for progression and experimentation. Our wide-ranging programme reaches 27,500 people annually and engages those who are often excluded from arts activity. Our activity includes a season of professional plays for young audiences, national touring productions and an extensive creative learning programme, including five youth theatres. We are a National Portfolio Organisation of Arts Council England and receive regular funding from the London Borough of Tower Hamlets.