

Tara Arts
in association with
Queen's Hall Arts and Black Theatre Live
presents

Shakespeare's
MACBETH



2015 UK TOUR - MARKETING PACK



This pack confirms:

- 1) marketing collateral provided by Tara Arts for Macbeth**
- &**
- 2) additional audience development resources to the Black Theatre Live consortium theatres toward the touring production**

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CONTACTS

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Audience Agency

Penny Mills (PM)
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Stage Text

Bethan Easterbrook (BE)
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Tara Arts Team

Artistic Director	Jatinder Verma
Executive Director	Jonathan Kennedy
Associate Director	Claudia Mayer
General Manager	Alexandra Wyatt
Capital Administrator	Martina Ferry
Finance Officer	Xiao Hong (Sharon) Zhang
Development Consultant	James Shea

Tara Arts, 356 Garratt Lane, London, SW18 4ES

Tour theatre's marketing contacts

QUEENS HALL, HEXHAM

Marketing Contact: Simon Haworth email: simon.haworth@queenshall.co.uk

LAWRENCE BATLEY THEATRE

Marketing Contact: Laura Rodwell email: laura@thelbt.org

THEATRE ROYAL MARGATE

Marketing Contact: Kyle Fisher email: kyle.fisher@yourleisure.uk.com

BUXTON OPERA HOUSE

Marketing Contact: Emma Oaks email: eoaks@boh.org.uk

TALIESIN SWANSEA

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THE LIGHTHOUSE POOLE

Marketing Contact: Jennifer Steel email: JenniferS@lighthousepoole.co.uk

ARTSDEPOT

Marketing contact: Helen Draper email: Helen.Draper@artsdepot.co.uk

STRATFORD CIRCUS

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WINDSOR THEATRE ROYAL

Marketing Contact: Chris Radford email: chris.radford@kenwright.com

THEATRE ROYAL BURY ST EDMUNDS

Marketing Contact: Emma Martin email: emma.martin@theatreroyal.org

DERBY THEATRE

Marketing Contact: Sarah Cockburn email: s.cockburn@derby.ac.uk

KEY THEATRE

Marketing Contact: Jack Allen email: jack.allen@vivacity-peterborough.com

HARROGATE THEATRE

Marketing Contact: Emma Mcdowell email: emma.mcdowell@harrogatetheatre.co.uk

ABOUT TARA ARTS



Yellow Earth.

Tara Arts was founded in 1977. **People, Words & Art: Connecting Worlds** - Tara's mission is to creatively reflect the "infinite variety" of modern Britain.

From its home-base in south London, the company:

- Produces & tours European and Asian classics and modern plays
- Tours great stories of the world for children in junior schools
- Encourages new audiences to engage with the arts
- Supports the development of young and mid-career artists
- Hosts Research & Development sessions for new work

Tara Arts was a pioneer in providing Black, Asian and Minority Ethnic artists a voice and a space to share their respective cultural heritages with all audiences. It has been instrumental in inspiring and mentoring a range of existing BAME theatre companies, including Tamasha, Kali Theatre Company and

Tara Arts was the first BAME company to be invited to present its work at the National Theatre, in 1989.

The company's range of associated artists include: Hanif Kureishi CBE, Ayub Khan Din (*East is East*), composer Nitin Sawhney, Sanjeev Bhaskar (*The Kumars at No 42*), Naveen Andrews (*The English Patient* and *LOST*), Sudha Bhuchar (*Tamasha Theatre*) and Alex Wheatle MBE.

Jatinder Verma (Artistic Director) is one of the co-founders of Tara Arts. In 1989 he directed his adaptation of Moliere's *Tartuffe* at the National Theatre with an all-Asian cast. For over 35 years, his creative vision has led to Tara Arts' ongoing success.

Tara Arts TV: www.youtube.com/user/utara07?feature=results_main

Photos of previous Tara Arts productions



Journey to the West (2002)



A Taste for Mangoes (2002)



The Tempest (2008)



Black Album 2009

Tara Arts is currently redeveloping its venue in south London to re-open in December 2015. The renovated Tara Theatre will become a small-scale production house and the first-ever national centre for cross-cultural theatre, with a distinct East-West aesthetic. An aesthetic enshrined as much in the design of the building as in the theatre it produces.



ABOUT BLACK THEATRE LIVE

Black Theatre Live is a pioneering national consortium of 8 regional theatres led by Tara Arts, committed to effecting change for BAME touring theatre through a sustainable 3-year programme of national touring, structural support and audience development.

Black Theatre Live is a partnership of Tara Arts, Derby Theatre, Queen's Hall (Hexham), Lighthouse (Poole), Theatre Royal Bury St. Edmunds, Theatre Royal Margate, Stratford Circus (London) and Key Theatre (Peterborough).

Black Theatre Live expects to work with emerging and established BAME companies across England to commission and tour high quality productions to the consortia theatres over the coming 3 years.

Black Theatre Live will shape a dynamic national programme of mid- and small-scale tours. Its structured audience development and community engagement programmes will include live digital streaming and cinema relay.

We are delighted to receive Arts Council England's support to transform the national landscape of BAME touring theatre in the coming years.

In addition to national programme of mid and small-scale tours, audience development and community engagement programmes will include live digital streaming and cinema relay. Black Theatre Live is seeking PR support for the pilot year of the programme in 2015, which includes a mid-scale tour of *Macbeth*, directed by Tara's Artistic Director Jatinder Verma (Feb-May) and one small scale tour, yet to be confirmed.

<http://blacktheatrelive.co.uk/>

BACKGROUND - THE STORY OF MACBETH

Macbeth (full title *The Tragedy of Macbeth*) is a **tragedy** written by **William Shakespeare**, and is considered one of his darkest and most powerful works. Set in Scotland, the play dramatizes the corrosive psychological and political effects produced when evil is chosen as a way to fulfil the ambition for power.

The play is believed to have been written between 1599 and 1606, and is most commonly dated 1606. The earliest account of a performance of what was probably Shakespeare's play is the Summer of 1606, when **Simon Forman** recorded seeing such a play at the **Globe Theatre**.^[1] It was first published in the **Folio of 1623**, possibly from a **prompt book**. It was most likely written during the reign of **James I**, who had been James VI of Scotland before he succeeded to the English throne in 1603. James was a patron of Shakespeare's acting company, and of all the plays Shakespeare wrote during James's reign, *Macbeth* most clearly reflects the playwright's relationship with the sovereign.

Macbeth is Shakespeare's shortest tragedy, and tells the story of a brave Scottish general named **Macbeth** who receives a prophecy from a trio of witches that one day he will become **King of Scotland**. Consumed by ambition and spurred to action by his wife, Macbeth murders King Duncan and takes the throne for himself. He is then wracked with guilt and paranoia, and he soon becomes a tyrannical ruler as he is forced to commit more and more murders to protect himself from enmity and suspicion. The bloodbath and consequent civil war swiftly take Macbeth and Lady Macbeth into the realms of arrogance, madness, and death.

Shakespeare's source for the tragedy is the account of **King Macbeth of Scotland**, **Macduff**, and **Duncan** in *Holinshed's Chronicles* (1587), a history of England, Scotland, and Ireland familiar to Shakespeare and his contemporaries, although the events in the play differ extensively from the history of the real Macbeth. In recent scholarship, the events of the tragedy are usually associated more closely with the execution of Henry Garnett for complicity in the **Gunpowder Plot** of 1605.^[2] In the backstage world of theatre, some believe that the play is cursed, and will not mention its title aloud, referring to it instead as "**the Scottish play**". Over the course of many centuries, the play has attracted some of the most renowned actors to the roles of Macbeth and Lady Macbeth. It has been adapted to film, television, opera, novels, comic books, and other media.

(Wikipedia - Edited Version)

BROCHURE COPY

Tara Arts in association with Queen's Hall Arts & Black Theatre Live presents

Shakespeare's
MACBETH

Directed by Jatinder Verma
Design by Claudia Mayer

look like th' innocent flower, But be the serpent under't...
Lady Macbeth

Three outrageous drag-queens* cook up an explosive brew of treachery, ambition and passion, setting an Asian family off on a path of bloody self-destruction. Tara Arts brings Indian movement and music to Shakespeare's text, offering a powerful contemporary take on his darkest play.

Robert Mountford (*Much Ado*, *RSC*, *Silent Witness*) stars as Macbeth, with Shaheen Khan (*Rafta Rafta*- National Theatre, *Bend it Like Beckham*) as Lady Macbeth.

* hijras in modern India and Pakistan

Tara Arts *People, Words & Art: Connecting Worlds*. Pioneering cross-cultural theatre for over three decades, Tara is currently developing its base in south London into the first-ever national centre for cross-cultural theatre. The new Tara Theatre is expected to open in autumn 2015.

Black Theatre Live is a pioneering national consortium of 8 regional theatres led by Tara Arts, committed to effecting change for BAME touring theatre through a sustainable 3-year programme of national touring, structural support and audience development. **Black Theatre Live** is supported by Arts Council England.

Black Theatre Live is a partnership of **Tara Arts**, **Derby Theatre**, **Queen's Hall** (Hexham), **Lighthouse** (Poole), **Theatre Royal Bury St. Edmunds**, **Theatre Royal Margate**, **Stratford Circus** (London) & **Key Theatre** (Peterborough).

PRESS QUOTES FROM PAST TARA ARTS' SHAKESPEARE PRODUCTIONS

The Merchant of Venice (2005)

"Tara's production...successfully brings out the universality of Shakespeare's play and it's themes of greed, prejudice and difference" **British Theatre Guide**

"The Asian atmosphere, and the movement by Saju Hari, has a fascination of it's own" **The Stage**

"Tara Arts have managed to successfully create an engaging and entertaining version of Merchant of Venice, accessible to a wide ranging and diverse audience" **Dawinder Bansel BBC Local Birmingham**

The Tempest (2007 & 2008)

"A coherent, physically disciplined vision where the text is spoken with revealing clarity"
The Guardian

"Robert Mountford a majestic, vulnerable Prospero, one of the best in my long experience"

"Never has the value of synthesising east and west been more ably demonstrated"
Hexham Couran

Troilus and Cressida (1993)

"Demandingly against the liberal gain, the approach to text is fascinating" **The Independent**

"This ancient tal succeeds as an image of today's eastern Europe" **The Times**

"Essential theatre for the 90's" **Plays International**

CREATIVE TEAM

Director: Jatinder Verma

Jatinder Verma is co-founder and Artistic Director of Tara Arts. Most recently Jatinder directed the *Just So* opera for the Tête à Tête Festival. In 2009 he directed Hanif Kureishi's *The Black Album* for the National Theatre and a UK Tour. He first worked at the National in 1989, with an acclaimed version of Molière's *Tartuffe*. In 2012 he directed the Tara Arts Christmas pantomime, *Dick Whittington Goes Bollywood* and Alex Wheatle's *Uprising* which toured the UK. Most recently Jatinder directed Tara's production of *The Domestic Crusaders* written by Wajahat.

Designer: Claudia Mayer

Claudia Mayer trained with Percy Harris at Motley and has worked freelance in opera, ballet and theatre. Work for Tara Arts includes: *Miranda*, *Marriage of Figaro*, *An Enemy of the People*, *The Merchant of Venice*, *Journey to the West* (a trilogy), *a Ramayana Odyssey*, *The Domestic Crusaders* and two large-scale events in Trafalgar Square.



CAST of 9 including live music

Robert Mountford

Character: Macbeth

Trained: RADA where he won the Lilian Baylis Award

Stage: *Much Ado About Nothing* (RSC and West End), *Merchant of Venice* (RSC, World Tour), *The Black Album* (NT/Tara Arts), *The Tempest* (Tara Arts and West End), *Enemy of the People*, *Merchant of Venice*, (Tara Arts), and UK Tours of *Much Ado About Nothing* (Byre, St. Andrews) Robert has extensively toured the United States in Shakespeare productions including Laertes in *Hamlet*, Leontes in *The Winter's Tale* and Jaques in *As You like It*.

TV & Film: Robert's professional debut was as regular Hussein Ali a pupil barrister in Channel Four's award-winning drama *North Square*. Subsequent television appearances include *Eastenders*, *Casualty*, and *Doctors*. (All BBC) Most recently he has filmed episodes of *Silent Witness* and *Holby City* for the BBC.

Radio: Recording for Norton Shakespeare in an audio version of *The Complete Works Playing*, among others *Hamlet* and regularly takes part in the 'Red not Dead readings for Shakespeare's Globe Theatre.

Shaheen Khan



Character: Lady Macbeth

Trained: Tara Arts

Stage: *Free Outgoing* (Royal Court Theatre), *Rafta Rafta* (National Theatre), *Strictly Dandy* (Lyric Hammersmith), *Midnight's Children* (RSC), *A Tainted Dawn* (Tamasha), *The Little Clay Cart* (Tara Arts), *Chili In Your Eyes* (Tara Arts), *Meet Me* (Tara Arts).

TV & Film: *Casualty*, *The Bill*, *Holby City*, *Doctors*, *Man of the Mouth*, *Not Even God is Wise Enough*, *Grange Hill*, *Family Pride*, *Tandoori Nights*, *London's Burning*, and *Love Match*.
Film credits include: *Rafta Rafta*, *Bend it like Beckham*, *Tomorrow Never Dies*, *Hollow Reed*, *Bhaji on the Beach*, *Sammy and Rosie get Laid* and *Partition*.

Co-Written with Sudha Bhuchar: *Girlies* (BBC R4) *Balti Kings* (Tamasha Theatre), *House Across the Street* (BBC 4)

Mitesh Soni



Character: Banquo / Sergeant / Seyton / Chorus

Trained: Guildford School of Acting

Stage: *Romeo & Juliet* (National Theatre), *Arabian Nights* (Manchester Library Theatre), *Peter Pan* (New Vic Stoke), *Rafta Rafta* (Bolton Octagon/New Vic Stoke), *The Jungle Book* (Birmingham Stage Company UK Tour), *Beeny in Cloud Pictures* (Polka Theatre) and *Lord of the Flies* (Pilot Theatre UK Tour)

TV & Film: *Reign of The General* (film), *Syriana* (film), *Ghost of Life* (film), *Nine Lives London* (film), *Alpha Mayall* (Film) and *Lost Night* (film). *Run* (TV), *Threesome* (TV) and *The Canterbury Tales* (TV)

Awards: 2012 Manchester Theatre Award- Best Ensemble- Arabian Nights.

Ralph Birtwell



Character: Duncan / First Witch / Murderer/ Doctor / Chorus

Trained: Lamda

Stage: *The Man of Mode*, *Market Boy* (NT) *East is East* (Leicester Haymarket), *Richard iii* (RSC), *Romeo & Juliet* (RSC), *Bombay Dreams* and *The Far Pavilions*.

TV & Film: *Coronation Street*, *Doctors*, *Law & Order*.

Deven Modha



Character: Malcolm / Second Witch / Fleance / Macduff's son / Chorus

Trained: Birmingham School of Acting

Stage: *Kanjoos- The Miser* (UK Tour, Tara Arts), *Dick Whittington Goes Bollywood* (Tara Arts), *Enig-Mas* and *Robi's Garden* (both at Rich Mix), *XY* (Theatre 503), *Mercury Fur* (Trafalgar Studios), *My Tram Experience* (Tamasha Developing Artists)

Film: *Shoot Me* (Palladio Film), *Against the Norm* (Dynamiq Films)

Radio: *Tommies* (BBC Radio 4), *Subterranean Sepoys* (Unique productions/ Tara Arts)

Shalini Peiris

Character: Lady Macduff / Messenger - Servant - Attendant - Gentlewoman / Porter / Chorus

Trained: Arts Ed London

Stage: *Little Stitches* (BARE Truth Theatre Co.), *Drawing the Line* (Hampstead Theatre), *Kabaddi Kabaddi* (Pursued by a Bear/Kali Th.), *The Snow Queen* (Trestle Th. India tour), *The Arrival* (Tamasha: workshop prodn), *The Usual Auntijies* (Belgrade Th. Coventry), *The House of Bilquis Bibi* (Tamasha Th./Hamstead Th. & national tour), *Lotus Beauty & Zindabad* (Tamasha Th./Gate Th.)

TV & Film: *Streets in the Sky* (I.P Films-shortlisted for BFI's 2013 'Best of Boroughs' showcase), *It's Not A Game* (Keep It Moving Productions), *Ayesha* (Bend It Films)

Umar Pasha

Character: Macduff / Murderer / Chorus

Trained: Royal Scottish Academy of Music and Drama (graduated in 2013)

Stage: Whilst still training: *A Lie of the Mind*, *Twelfth Night*, *Tartuffe* and *Eight*
Since graduating: *Romeo and Juliet* (National Theatre)

John Afzal



Character: Ross / Third Witch / Murderer / Chorus

Trained: Bretton Hall

Stage: *East is East* (Pilot Theatre), *Merlin and the Enchanted Mirror* (Lawrence Batley Theatre), *The Garden of Dreams* (Live Theatre), *Still Alive* (West Yorkshire Playhouse), *The Conference of the Birds* (Faceless Theatre), *MFMC* (Bristol Old Vic), *Not in my Name* (Theatre Veritae), *Hearts and Minds* (Khayaal Theatre), *The Nativity and The Passion* (In Yer Face), *Sonya's Garden* (M6 Theatre) and *Beneath the Banyan Tree* (Theatre Hullabaloo).

TV & Film: *Hugo Funderburk*, *A Bunch of Idiots*, *Awake*, *Crimewatch UK Solved* and *The Queens Return*.

Radio: *No Big Difference*, *Car Washed Lovers* and *Colin The Asylum Seeker*, all for the BBC Radio.

MARKETING COLLATERAL

Marketing Pack	Available by email (PDF); Version in Word format is also available on request	HV/ AW
Images	Creative Team and Cast (please request Hi-Res images) Poster Design	AW
Logos	Tara Arts/ Black Theatre Live	AW
Press & Media	Including Photo shoots- interviews with Creative team & Cast	EM @ MOBIUS
Flyers/Posters	Quantities to match print requirements	AW
E-trailer inc cinema	An e-trailer will be available for Front of House screens and on-line promotions (You Tube, website, blogs, Facebook) There will also be a version for local cinema screenings.	HV or AW
Education Resource Pack	For Key Stage 3 and 4 across the national curriculum including classroom activity	JK
Programme	For sale during	
Post show Q&A	20 min post show Q&A/talk back with cast	
BLACK THEATRE LIVE ONLY		
Marketing Budget	£3k for Black Theatre Live budget per venue, will need a costed marketing plan. Some venue may want to pool funds for national advertising	JK
Outreach Associates	Linked to your venue to run workshops with local groups linked to the story themes and form of <i>Macbeth</i>	JK with Derby Theatre
Digital distribution	Either: <ul style="list-style-type: none"> • Live streaming over the internet • Digital cinema relay from recorded performance • Live cinema relay if resources allow 	TBC
Media partner	Elin Morgan at Mobius	EM

Accessible performances	<ul style="list-style-type: none"> Including Stage Text, BSL, audio description 	JK
Black Theatre Live Producer / guest speaker	<p>Will visit and talk to target groups you wish to develop relationships with for the BTL tours,</p> <p>eg U3A, students, youth, BAME, Asian elders groups, Friends of associations etc.</p>	TBC
Street Teams	<p>Hardish Virk will develop a Street Team to:</p> <ul style="list-style-type: none"> Distribute print to your local South Asian Business (unless agreed otherwise) Advocate and talk up your venue and the tour Provide feedback from businesses on perceptions of the venue and the touring performance. 	HV
Audience Finder	The Audience Agency will provide all venues with Audience Finder for effective audience monitoring including demographics and BAME reporting	PM
Evaluation	<p>Supported by Hardish Virk, Audience Agency and King College (London\</p> <p>King College will provide academic papers and context around all the BTL national tours</p>	<p>HV & PM</p> <p>JK & King College</p>
Exhibition Panels	Present an exhibition of Black British & Asian Shakespeare by kind permission of University of Warwick	

2015 TOUR DATES

Wed 25 to Fri 27 February

QUEENS HALL, HEXHAM

Beaumont Street, Hexham, Northumberland, NE46 3LS

Box Office: 01434 652477

Web: www.queenshall.co.uk

Tue 3 March

LAWRENCE BATLEY THEATRE

Queens Square, Queens Street, Huddersfield, HD1 2SP

Box Office: 01484 430528

Web: www.thelbt.org

Fri 6 and Sat 7 March

THEATRE ROYAL MARGATE

Addington Street, Margate, CT9 1PW

Box Office: 01843 292795

Web: www.theatreroyalmargate.com

Tue 10 March

BUXTON OPERA HOUSE

Water Street, Buxton, Derbyshire, SK17 6XN

Box Office: 0845 127 2190

Web: www.buxtonoperahouse.org.uk

Thurs 12 to Sat 14 March

TALIESIN ARTS CENTRE SWANSEA

Taliesin Arts Centre, Swansea University, Singleton Park, Swansea, SA2 8PZ

Box Office: 01792 60 20 60

Web: www.taliesinartscentre.co.uk

Tue 17 and Wed 18 March

THE LIGHTHOUSE POOLE

21 Kingland Road, Poole, Dorset, BH15 1UG

Box Office: 0844 406 8666

Web: www.lighthousepoole.co.uk

Fri 20 and Sat 21 March

artsdepot

5 Nether Street, Tally Ho Corner, North Finchley, London, N12 0GA

Box office: 020 8369 5454

Web: www.artsdepot.co.uk



MARKETING PACK - BLACK THEATRE LIVE CONSORTIUM



Thurs 26 to Saturday 28 March

STRATFORD CIRCUS

Theatre Square, Stratford, E15 1BX

Box Office: 0844 357 2625

Web: www.stratford-circus.com

Tue 7 to Sat 11 April

WINDSOR THEATRE ROYAL

32 Thames Street, Windsor, Berkshire, SL4 1PS

Box Office: 01753 853 888

Web: www.theatreroyalwindsor.co.uk

Tue 14 to Sat 18 April

THEATRE ROYAL BURY ST EDMUNDS

6 Westgate, Bury St Edmunds, Suffolk, IP33 1QR

Box Office: 01284 769505

Web: www.theatreroyal.org

Tue 21 to Sat 25 April

DERBY THEATRE

15 Theatre Walk, St Peter's Quarter, Derby, DE1 2NF

Box Office: 01332 59 39 39

Web: www.derbytheatre.co.uk

Shakespeare's Birthday Sun 26th April

Tue 28 and Wed 29 April

KEY THEATRE

Embankment Road, Peterborough, PE1 1EF

Box Office: 01733 207239

Web: www.vivacity-peterborough.com

Tue 5 to Sat 9 May

HARROGATE THEATRE

Oxford Street, Harrogate, North Yorkshire, HG1 1QF

Box Office: 01423 502 116

Web: www.harrogatetheatre.co.uk

Launch season spring 2016

Dates TBC

TARA THEATRE

Box Office: 020 8333 4457

Web: www.tara-arts.com

MARKETING INFORMATION

Key target markets

- Audiences who enjoy Shakespeare
- Students studying Shakespeare and/or drama studies
- Other drama audiences for contemporary and classical theatre
- Black and Asian groups and audiences
- Young people aged 12+
- Shakespeare film audiences (e.g. Baz Luhrmann - Romeo & Juliet; Akira Kurosawa - Throne of Blood)
- Targeting cinema groups

Key Message

- A modern take on Shakespeare's classic tragedy Macbeth, set in an Asian family, performance by Tara Arts ensemble.

KEY SELLING POINTS

Macbeth	<ul style="list-style-type: none"> • Shakespeare's text • Modern Asian setting, with a unique take on the Witches 	<ul style="list-style-type: none"> • Theatre • Schools • South Asian • BAME groups
Tara Arts	<ul style="list-style-type: none"> • First South Asian Theatre Company to produce at the National Theatre. • A national and international reputation for wonderful and popular cross-cultural theatre. 	<ul style="list-style-type: none"> • South Asian • General • Theatre • Non-South Asian
Jatinder Verma	<ul style="list-style-type: none"> • Co-founder of one of the longest running theatre company in the UK, Tara Arts. • Has been behind majority of the plays and theatre productions that have come out of Tara Arts. • Has an acclaimed reputation for adapting classic European texts into modern theatre productions with an Indian context. 	<ul style="list-style-type: none"> • South Asian • Theatre audiences • Education
Robert Mountford	<ul style="list-style-type: none"> • Well known TV/ film face (familiar to viewers of <i>Eastenders</i>) and Royal Shakespeare's Company <i>Much Ado About Nothing</i>. • Previous Tara Art's performances include: <i>The Merchant of Venice</i>, <i>Enemy of the People</i> and <i>The Tempest</i>. 	<ul style="list-style-type: none"> • South Asian • TV soap audiences • Theatre audiences
Shaheen Khan	<ul style="list-style-type: none"> • Several previous Tara Art's performances including: <i>Chilli in Your Eyes</i> & <i>The Little Clay Cart</i>. • <i>Bend it like Beckham</i>, & <i>NT's Rafta Rafta</i> 	<ul style="list-style-type: none"> • South Asian • Film • Theatre audiences

<p>Claudia Mayer</p>	<ul style="list-style-type: none"> • Designer • Design for most Tara Art's performances most recently including: <i>Dick Whittington Goes Bollywood</i>, <i>Sita's Story</i> & <i>The Domestic Crusaders</i>. 	<ul style="list-style-type: none"> • Theatre audiences • Education
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<p>Classic Text Adaptation</p>	<p>English Playwright, poet and actor William Shakespeare wrote Macbeth somewhere between 1599 and 1606.</p>	<ul style="list-style-type: none"> • Audiences for classic plays and modern adaptations
<p>Tragedy</p>	<p>One of Shakespeare's darkest, most powerful written plays which allow every character an opportunity to stand out. Terrific use of language, great drama and tragedy.</p>	<ul style="list-style-type: none"> • Tragedy Audiences • Classic Audiences
<p>Selling points</p>	<p>The project will also include digital streaming and cinema relay, thereby expanding potential audiences beyond the regions where the venues are situated to the whole of the UK. Macbeth is a well known text and can reach core and new target audiences.</p>	



MARKETING PACK - BLACK THEATRE LIVE CONSORTIUM



PRESS RELEASE

Tara Arts in association with Queen's Hall Arts & Black Theatre Live present:

Macbeth

Touring nationally 25th Feb - 9th May 2015

Spun together with a blend of Indian music and movement, this brand new production from one of the UK's leading cross-cultural theatre companies sees Shakespeare's tragedy re-imagined in a contemporary context, as a brew of treachery and ambition sets an Asian family on a road to destruction. The production sees the play's famous witches depicted as three Hijras. A strand of Indian society little-known in the west, Hijras are a centuries-old "third gender" community (including transsexuals, transgender people, eunuchs and cross-dressers).

The cast currently confirmed for *Macbeth* includes Robert Mountford, previously seen in *The Black Album*, Tara Arts co-production with the National Theatre. He has also performed for Tara in productions of *The Merchant of Venice* and *The Tempest*. Robert's other credits include *Much Ado About Nothing* for the Royal Shakespeare Company and *Silent Witness* for the BBC. He will be joined by Shaheen Khan, whose credits include *Rafta Rafta* at the National Theatre and the film *Bend it Like Beckham*.

Tara Arts Artistic Director **Jatinder Verma**, who will direct *Macbeth* said "Spirits in Indian traditions combine vivacity with viciousness. By casting the Witches in *Macbeth* as provocative Bollywood queens, I aim to explore the dangerously vain ambition driving *Macbeth*."

With over 35 years of experience, Tara Arts are established as one of the UK's foremost creators of cross-cultural theatre. Their work, which consists of both new writing and reimagined classics, seeks to make imaginative connections across communities, to help foster a global sensibility from their own locality. The company was founded in 1977 by Artistic Director Jatinder Verma, along with Sunil Saggarr, Ovais Kadri, Praveen Bahl & Vijay Shaunak. *Macbeth* is the first production from Black Theatre Live, a pioneering consortium of 8 regional theatres committed to increasing the amount of Black and Ethnic Minority theatre on the touring circuit.

Black Theatre Live is supported by Arts Council England

Running Time: Approx 2hrs 20 mins including interval | Suitable for Ages 12+

#TaraMacbeth

BOX OFFICE/FRONT-OF-HOUSE BRIEFING

How many are in the cast?	8 including 1 musician
How long is the show?	2hrs 20mins
Are there any intervals?	Yes, 1 interval
Is it suitable for children?	Yes: 12+
Who is it by?	Produced by the longest running Asian theatre company in the UK, Tara Arts in association with Queen's Hall Arts and Black Theatre Live
What languages are spoken?	English (Shakespearean)
Is there an education pack?	Yes, this can be sent on request
What type of play is it?	A tragedy by William Shakespeare
Who has directed it?	Jatinder Verma, Artistic Director of Tara Arts
What is Black Theatre Live (BTL)?	BTL is a consortium of 8 regional theatres led by Tara Arts committed to effecting change for BAME touring theatre through a sustainable 3 year programme of national touring.
Short description of the play	Three outrageous drag-queens cook up an explosive brew of treachery, ambition and passion, setting an Asian family off on a path of bloody self-destruction. Tara Arts brings Indian movement and music to Shakespeare's text, offering a powerful contemporary take on his darkest play.