

# Marketing Pack



**TMESIS**  
**THEATRE** unitytheatre  
A Unity Theatre Commission

## Content:

- Brochure copy
- Sample press release
- Press quotes & Features
- Marketing resources
- Key selling points and target
- Box office information sheet

# Brochure Copy for *Happy Hour*

## 45 words copy

A poignant, fast paced, hilarious comedy exploring our 21st century obsession with happiness and success. Can we learn to be happy? **Can our emotions be bought and sold?** The 'happiness industry' would have us think so...

Tmesis' trademark physicality with humour, music, and text from long-term collaborator Chris Fittock.

## 75 words copy

The workers on Level 3 are racing against the clock to **reach their quota of Smiley Faces**, but are they really happy enough? A poignant, fast paced, comedy exploring our 21st century obsession with happiness and success. Can we learn to be happy? **And can our emotions be bought and sold?** The 'happiness industry' would have us think so...

Tmesis Theatre's new production combines Tmesis' trademark physicality with humour, music, and text from long-term collaborator Chris Fittock.

## 100 words copy

Following a successful National tour of *That's Amore* 'Like a Richard Curtis romcom reworked by DV8, glorious and full of heart' The Guardian, Tmesis Theatre brings you *Happy Hour*.

The workers on Level 3 are racing against the clock to **reach their quota of Smiley Faces**, but are they really happy enough? A poignant, fast paced, comedy exploring our 21st century obsession with happiness and success. Can we learn to be happy? **And can our emotions be bought and sold?** The 'happiness industry' would have us think so...

Tmesis Theatre's new production combines Tmesis' trademark physicality with humour, music, and text from long-term collaborator Chris Fittock.

## *Happy Hour* Press quotes 2017 (sorter press quotes below)

### The Stage (Nigel Smith)

*It is in the frenetic and **expertly choreographed** passages that the show achieves its best and funniest moments.*

*There's a lot of laugh out loud comedy on display, especially in the choreography, and the show has a big heart. This is **thought-provoking stuff** and anyone who has ever been asked to complete a happiness survey by their employer may be left feeling slightly queasy.*

Liverpool Sound & Vision (9/10 – Ian Hall)

*Tmesis yet again have scored a direct hit with their performance, outstanding choreography, the writing and delivery of a script that is the essence of capturing a human emotion and one that is, for an hour, something that really makes you happy to be part of; a performance of spectacle and true quality.*

North West End ★★★★★ (Amanda Woods)

*Cleverly put together physical theatre, beautifully thought out choreography and quick witted humour, it's clear to see how the piece has evolved over time and what the valuable messages are.*

The Reviews Hub ★★★★★ (Peter Jacobs)

*Happy Hour is a hilarious hour of physical theatre that weaves a complex and highly detailed path through comedy, dance, slapstick and drama...delivered with impressive physical skill, comedic acting and depth.*

Nerve Magazine (Ashley McGovern)

*Tmesis have done a brilliant job of creating a skewed office comedy that has a good measure of slapstick.*

*The lighting was very effective, cutting from shiny office to the dimmer dreamy interludes, and Chris Fittock's script contained many amusing set-pieces.*

Urbanista (Liam Porter)

*What entails is a myriad of business world 'life-coaching' and hilarious office politics. Cringe-worthy, hysterical and bizarre, this is a show like no other.*

*Happy Hour is a wonderful piece of theatre.*

*There are notable performances from Adam Davies and Eleni Edipidi who keep the audience rolling with laughter.*

*For those new to physical theatre, Happy Hour will be the show to turn your head.*

*Happy Hour is exactly what it says on the tin. It is a funny, hilarious and oddly revealing approach to theatre. You will leave with a smile spread across your face. Safe to say, the workers earned more than the necessary five smiley faces.*

Liverpool Art Scene ★★★ (Janine Phillips)

*Happy Hour* is packed with madness, beautifully choreographed and brilliantly performed.

Made up on Stage (Vicky Anderson)

*Four performers on a wry, sideways rollercoaster ride through modern life, brimming with as much fun as poignancy.*

*Tmesis create a universe that owes as much to 1984 as it does Morecambe and Wise; like Terry Gilliam's Brazil with David Brent in the lead.*

*Does not waste a moment and enthralls and intrigues from beginning to end*

Wirral Globe ★★★★★ (Peter Grant)

*Quirky, Pythonesque and dream-like*

*An all-round, enjoyable piece and at the end of the happy hour you feel you have been on a wacky journey.*

*It will make you smile, laugh out loud at times and feel a bit sad at poignant moments, too.*

Behind the Arras (Elizabeth Smith) Birmingham ★★★★★

*Humour packed, sometimes dark look at how we perceive the pursuit of happiness... slick performances, remarkable choreography*

Canal St Online ★★★★★ (Kate Keating)

the sixty-minute performance was a physical, improv-filled explosion of goofs and dance and stapler abuse related fisticuffs and manic smiles and lots and lots of laughs

SHORT QUOTES

*"Expertly choreographed... Laugh out loud comedy"* The Stage

*"Hysterical...A show like no other"* Urbanista

*"Enthralls and intrigues from beginning to end"* Made up on Stage

*"A performance of spectacle and true quality."* Liverpool Sound and Vision

★★★★★ NorthWestEnd

★★★★★ The Reviews Hub

★★★★★ Behind the Arras

★★★★★ Liverpool Art Scene

★★★★ Canal St online

## Sample press release

PR Contact: Bill Elms [bill@billelms.com](mailto:bill@billelms.com) 0151 708 5158

Following a successful National tour in 2015 of *That's Amore* 'Like a Richard Curtis romcom reworked by DV8, glorious and full of heart' The Guardian, Tmesis Theatre brings you *Happy Hour*.

A poignant, fast paced, comedy exploring our 21st century obsession with happiness and success. Tmesis Theatre's new production combines Tmesis' trademark physicality with humour, music, and text from long-term collaborator Chris Fittock.

The workers on Level 3 are racing against the clock to **reach their quota of Smiley Faces**, but are they really happy enough? Can we learn to be happy? **And can our emotions be bought and sold?** The 'happiness industry' would have us think so...

Tmesis Theatre, based in Liverpool is one of the U.K.'s leading physical theatre companies, with a reach that is national and international. The company produce and tour shows, deliver workshops and outreach work and run Liverpool's annual international physical theatre festival, *Physical Fest*.

**Winner of 'Best Choreography' United Solo Theatre Festival,  
New York 2015 (Wolf Red)**

Tmesis Theatre believe in challenging themselves and continuing to push for exciting, innovative collaborations and work of a high quality.

[www.tmesistheatre.com](http://www.tmesistheatre.com) | @tmesistheatre #happyhour | Facebook Tmesis Theatre

### Creative Team

Directed	by:	Elinor Randle
Created	by:	Tmesis Theatre & Chris Fittock
Script	by:	Chris Fittock and the company
Performed	by:	Charlie Hammond, Adam Davies, Eleni Edipidi & Jennifer Essex
Designed	by:	Lois Maskell
Lighting	by:	Beccy Hillam
Composer/sound design:		Meike Holzmann
Produced	by:	Claire Bigley

# Marketing Resources

## Publicity & Front of house:

Front of house production shots: High-resolution production shots are available for your front of house displays. Please contact [claire@tmesistheatre.com](mailto:claire@tmesistheatre.com) to arrange this.

## Link to a folder of images:

Photo Credit: Andrew Ness/ Mark Loudon

<https://www.dropbox.com/sh/rgbfbqawmedxdma/AABQ4vqxptW788070-f5Swala?dl=0>

## E-marketing resources:

Website: <http://www.tmesistheatre.com>

## Trailer for the show:

<https://www.tmesistheatre.com/productions/happy-hour/happy-hour/>

Follow Tmesis on Twitter: @TmesisTheatre #happyhour

<https://twitter.com/TmesisTheatre>

Like Tmesis Theatre on Facebook: Tmesis Theatre

<https://www.facebook.com/tmesistheatre/>

Follow Tmesis Theatre on Instagram:

<https://www.instagram.com/tmesistheatreLiverpool/>

Receive the Tmesis Theatre Newsletter:

<http://tmesistheatre.us2.list-manage.com/subscribe>

## Tmesis can offer:

- Education packages, workshops and residencies
- High quality marketing material and PR support
- Support from Tmesis' Producer in identifying new & target audiences

- A company with a high fan base, large mailing list and critical acclaim for all previous work
- A track record for high artistic quality in producing the best new & exciting physical theatre

## Key selling points

**Tmesis Theatre create, develop and share world-class physical theatre through performance, participation and an international festival**

- Tmesis Theatre, based in Liverpool is one of the U.K.'s leading physical theatre companies
- We produce and tour shows, deliver workshops and outreach work
- Over the past fourteen years, Tmesis Theatre has developed a national and international reputation, receiving critical acclaim for our unique style of movement-based theatre
- We have developed a reputation as a company who create work that is accessible, engaging, entertaining and of high quality
- Feedback from audiences and venues of our 2016/7 tour of *Happy Hour* tells us this is the kind of work people want to go and see
- The feedback from the *Happy Hour* was that the piece was relevant, funny, real, outstanding, imaginative and a perfect mix of text & physicality
- *Happy Hour* is funny, highly engaging with a mix of characters everyone can relate to
- Highly skilled performers
- Great selection of music as well as some beautiful original scores from composer Meike Holzmann

### Who will like it:

- Recommended age 12+ will appeal to young & old
- Theatre, Dance & entertainment audiences
- Theatre, Dance & Movement students
- Those interested in physical/devised theatre/new writing
- Audiences interested in comedy
- Youth theatres or young people interested in dance/theatre
- People after a fun, good night out.

## Box Office Information

Tmesis Theatre presents

### ***Happy Hour***

A Unity Theatre Commission

Funded by Arts Council England

Length: 1 hour 5 (without an interval)

Age suitability: 12 plus

### **What is the show about?**

The show is a fast-paced comedy exploring our 21<sup>st</sup> century obsession with happiness and success.

*Happy Hour* explores the Happiness Industry; happiness as a commodity that can be bought, sold and used to make us 'work harder', and our personal 21<sup>st</sup> century obsession with becoming successful and happy.

It explores the themes through the setting of an Orwellian office environment; Level 3 of a 20 level 'Happiness Corporation' which measures happiness in order to control the population.

The four very different 'workers' race against the clock to reach their quota of smiley faces, led by a familiar 'annoying boss' who is getting continuous pressure from the authorities 'above'.

Through physical, fantasy sequences we see them daydreaming of what their life might be like if they had their own true version of happiness. Happiness such as being a manager on level 6, becoming a motivational speaker, having authority of others or having the "new girl" become your love interest and tango dance partner, before quickly snapping back to the disappointing reality of 'real life'. We see the potential destruction that can happen when chasing that everlasting smile.

### **Company contacts:**

**Producer: Claire Bigley** [Claire@tmesistheatre.com](mailto:Claire@tmesistheatre.com) 07787151511

Please contact for any additional show information, information on workshops and residencies with the company.

**Technical: Beccy Hillam** [beccyhillam@gamil.com](mailto:beccyhillam@gamil.com) 07791564759

Please contact for any additional technical queries

Press: Bill Elms [bill@billelms.com](mailto:bill@billelms.com) 0151 708 5158