

PHIZZICAL IN ASSOCIATION WITH
BELGRADE THEATRE COVENTRY PRESENT

BRING ON THE BOLLYWOOD

When love takes the lead



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

**Belgrade
Theatre
Coventry**

#BOTBmusical

SUPPORTERS AND FRIENDS

Bring on the Bollywood would not be possible without the invaluable support from its supporters, advisors and friends. Phizzical is a not for profit company run by a small team of dedicated people and we are grateful for their input.



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CORPORATE SUPPORT



SPECIAL GRATITUDE

Bamboozle Theatre Company, Pritesh Chauhan, Ray Clenshaw, Coventry Gang Show, Camilla Dallerup, Dance Leicester, Kate Evans, Jayna Gadhia, Amarpal Singh Gaiind, GJD Aerotech Services, Hamish Glen, Vishal Handa, Prabhjot Hunjan, Farah Khan, Omar Khan, Robby Khela, Mark Khutan, Rosie Mackie, Dr Rishi Mannan, Bhavika Mistry, Steve Nijjar, Aaman Pyar, Dr. Leena Patel, Putohar Association, Hitz Rao, Joanna Reid, Sairah Rehman, Emma Rowan, Leylah Rumi, Amit Shukla, Nikey Singh, Adrian Sweeney, Shruti Sheth-Trivedi, Subhash Viman, Phil Willmott and Nicola Young.

*Bring on the Bollywood
cover image features
Pritesh Chauhan
Bindia Patani*

*Make-up by Phlik
Photo by Hitz Rao*



DIRECTOR'S NOTE

Bollywood is a great deal of fun. It's full of colour, high drama, spectacle, comedy and romance. For a love story to work wonders, it needs to have contemporary ideas and characters that make the audience jump with joy and participate in the goings-on. Bollywood is after all, full of contradictions: reality vs fantasy, naturalism vs surrealism and believable vs winsome that the audience gets absorbed into their world as minutes pass by.

Bring on the Bollywood (#BOTBmusical) looks at the classic Bollywood imagery and draws inspiration from Busby Berkley's geometric and synchronised dances. The key ingredients are boy meets girl, the romance around lavish props and multiple costume changes before melodrama leads to a magnificent wedding scene. BOTB questions whether this imagery is relevant today and how do young urban British Asians identify with it. It is a contemporary perspective to what Bollywood dance looks like: street, urban, RnB, hip-hop influences or it's roots that lay in semi classical dance forms.

The foundations of Indian cinema lay on the shared heritage between UK and India. The plays of William Shakespeare are fused with the legends in *Ramayana* and the *Mahabharata*. Over the last 30 years, there has been an increase in the Bollywood 'movement' in Britain. Flash mob dances in Hyde Park, Bollywood films, Shakespeare and Bollywood symposiums, community performances, corporate entertainment, reality TV shows, huge concerts at O2, West End musicals, music videos and much much more.

With **#BOTBmusical**, it was important to discover new reference points and create a production that is respected for what it says about it's people, time and genre. The production has real life experiences mixed with devices from plays by William Shakespeare and Oliver Goldsmith. This marriage of forms is essential if we want to audiences to integrate and develop our artistic vision.

It is our intention is to challenge, educate and expose audiences to Bollywood through combined arts with a contemporary and cosmopolitan perspective.

*Phizzical easily justifies its name: it fizzles and whizzes, sizzles and bristles and teases with comedy, makes you want to laugh and sing, and tickles you with a storyline that could be a cousin of *The Comedy of Errors* or *Twelfth Night*.*

RODERIC DUNNETT



Bring on the Bollywood is a comedic romp with high-energy dance sequences and melodramatic action – an entertaining evening that Bollywood fans and new audiences alike will enjoy.

DR SITA THOMAS



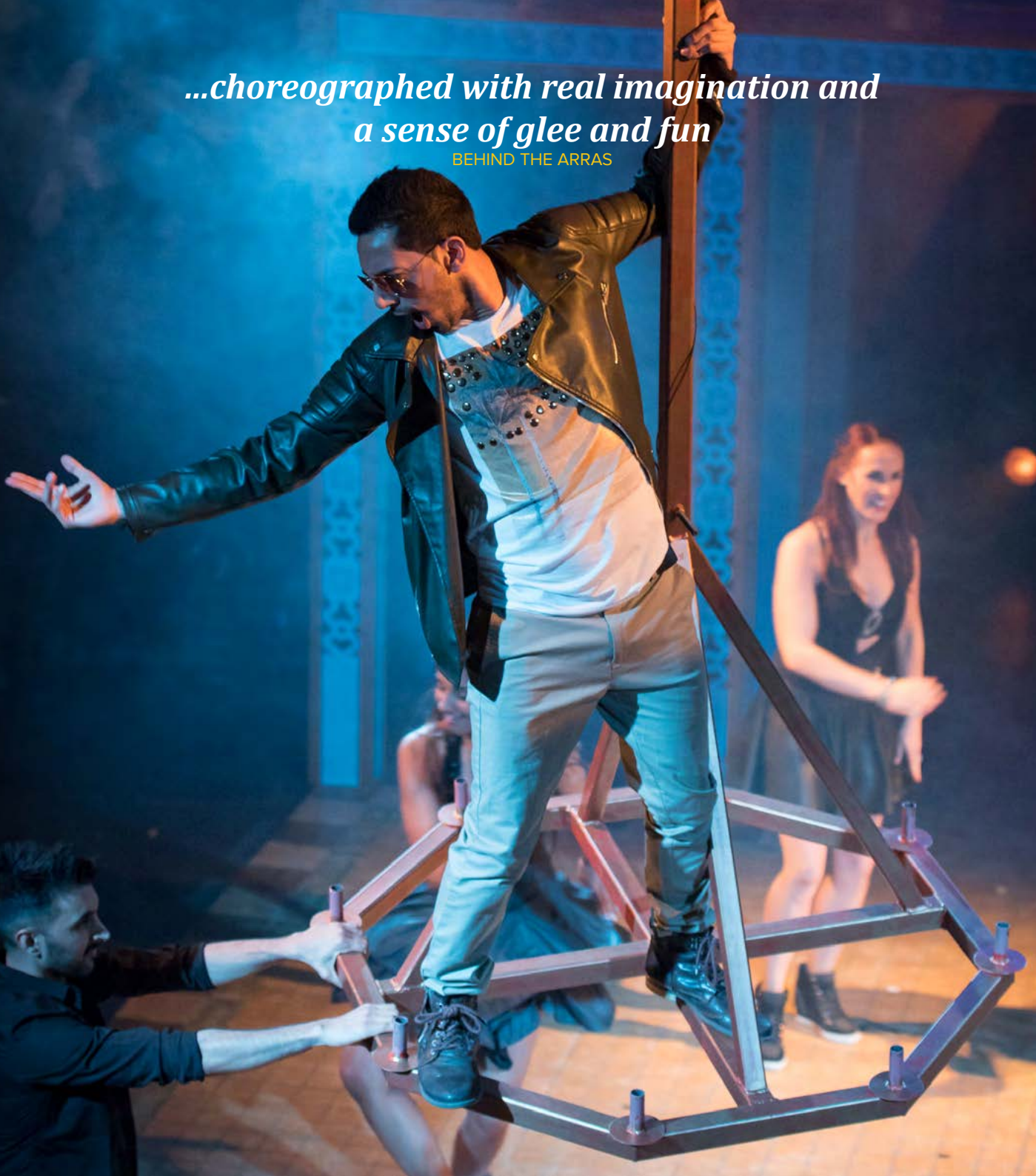
*For all its glitter I found myself genuinely moved
by the plight of the lovers.*

NICK LE MESURIER



*...choreographed with real imagination and
a sense of glee and fun*

BEHIND THE ARRAS



*The most stunning costumes
you're likely to see on an English stage*

WHATS ON LIVE



*Never less than amusing, often hilarious, Bring On The
Bollywood proves to be an irresistible banquet of fun.*

WILLIAM STAFFORD



With laughs, love, colour and music this is a show that has the feel good factor. A sheer delight from beginning to end.

COVENTRY TELEGRAPH



...just like a Bollywood movie

TWEET



You are transported to a world of colour, rhythm and energetic yet graceful dancing

ANNETTE NUTTAL





Hats off to the director Sâmir Bhamra and the team for creating such a fun and entertaining show.

BRITISHBINDI.COM

...a marvellous spectacle...bold and intricate in it's execution.

LEAMINGTON COURIER



*...the music, lighting and the whole song sequence
just took my breath away!*

ASIAN TODAY



The infectious, dazzling essence of Bollywood is effortlessly captured in this loveable production

BRITISHBINDI.COM



*... a convoluted plot full melodramatic concealments and revelations,
cases of mistaken identity, love, and joint weddings
– a comedy of Shakespearean heights*

PULSECONNECTS.COM



*Lovely to see so many different cultures and age groups come together in
Coventry to watch a Bollywood musical*

FACEBOOK



TECHNICAL INFO

Size	Mid-large scale
Company	16 performers 4 crew
Running Time	2hr 15 min excluding 20 min interval
Get in / Get Out	Two days get in, pre-rig required Get out begins after performance
Audience Development	<ul style="list-style-type: none">• Bollywood dance flash mob• Bollywood posters exhibition to animate the venue• Bollywood themed bar and cocktails• Workshops with the choreographers and performers• In conversation events with the creative team• Longer residencies and participatory projects working with young people and dancers to explore choreography and themes of the plays• Curtain-raiser performances with local performers• Audience development support from Asian clubs
Press	High resolution production photos Press release
Marketing	Marketing pack which includes box office information, direct mail templates, key selling points Selection of print media in A5, A4 and A3 sizes Bespoke size print media depending on venue
Digital Media	Web site, E-flyer and social media adverts Video Viral adverts
Audience	All audiences and specific audience groups (Bollywood dancers, school audiences, South Asian)
Venue to provide	Get in: 2 technicians (lighting and sound) and 2 stage hands Get out: 1 technician and 3 stage hands. Smoke machine and Hazer with fluid Projection



PHIZZICAL PRODUCTIONS

Phizzical specialises in producing and commissioning classical, contemporary and popular arts influenced by Asian, Arabic and African cultures. We play our part in developing new talent and producing and touring new work across all art forms.

Recent successes include **Ram Lila**, an outdoor commission by Leicester City Council for the largest Diwali celebrations outside India, digital arts commission **Sita** featuring profoundly deaf dancer Nehal Bhogaita that premiered at the British Library, Shahid Iqbal Khan being supported by Michael Attenborough CBE for **Mr and Mrs Khan** and Navin Kundra's **Tribute to Rajesh Khanna** the first superstar of Bollywood.

FUTURE PRODUCTIONS

1984 CAESAR
BOMBAY SUPERSTAR
ONE BRIDE & TWO GROOMS
THE WINTER'S TALE IN KASHMIR

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PHIZZICAL
PRODUCTIONS

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