



The Scotsman



British Theatre Guide

# They Built It. No One Came.

By  
Fledgling Theatre



The New Current



The Edinburgh Reporter



Theatre Smart



"Told succinctly with humour and compassion...about how we are capable of undermining our own best intentions and how far we might have to compromise our ideals in order to get others to share them."

**The Scotsman**

"An intriguing and psychologically complex piece conveying a fascinating tale." –

**The Stage**

# They Built It. No One Came.

*Reminiscent of a Monty Python sketch...Radiating warmth and with a very tight script, They Built It. No One Came is a style of storytelling that sits perfectly within its 1-hour time slot. - **British Theatre Guide***

## Synopsis

"Neither of us were very charismatic... that was a problem."

Eight years ago Tobias and Alexander came together to form a spiritualist commune based on their shared visions of a peaceful and harmonious community...they are still awaiting their first member.

They Built It. No One Came was inspired by a true story originally published in the New York Times under the same name by Penelope Green in 2015.

It was shortlisted for the Charlie Hartill Award in early 2016. It subsequently went on to preview at the New Diorama Theatre in July in London before going on to a successful run at the Pleasance for the duration of the Edinburgh Fringe Festival in August 2016.

It is a tragi-comedy devised by Fledgling Theatre Company and written by Callum Cameron, with original music written and composed by Ben Maier and directed by Lucy Wray. The piece was performed by Callum Cameron, Christopher Neels, Edoardo Elia, and Patrick Holt.

This was Fledgling Theatre's first show for the Fringe and managed to sell out it's preview at the New Diorama in London before going on to sell out over half of it's 25 productions in the 56 seat Bunker Two venue in the Pleasance Courtyard, Edinburgh.



# Sales Figures for Edinburgh Fringe 2016

*"A debut Fringe spectacle of mirth-shattering surreal brilliance."*  
**The Edinburgh Reporter**

As Fledgling Theatre's first show at the Edinburgh Fringe and with little publicity behind it 'They Built It. No One Came.' operated at a capacity of 66% over the course of the Fringe. It filled 1007 of it's allocated 1512 seats with an average audience of 40 out of a possible 56 in the Pleasance Bunker Two throughout the festival.

The production was mounted on a shoe string budget of £4,500 – of which £3,200 was crowdsourced using a brand new funding platform Fringe Funder, Fledgling Theatre were one of the first 5 companies to use the site and were able to raise 100% of our allocated funds from it.

We were also supported financially by ANZUK Teaching Agency, who we have developed a relationship with over our last two productions.



Our preview at the New Diorama in London was operating under an agreement of 100% of the box office takings, less £100 off of the first call. We sold out at a capacity of 76 seats making a total of £863.50.

For the production with Pleasance we were running the show at a 55/45 in our favor, or until we make a total of £2,360. Our total revenue from ticket sales over the month before the split was £7,078 with £4,688.50 made from full price tickets and £2,389.50 from concessions. Far exceeding our predicted revenues before the festival.

# The Company

*The cast is particularly strong and present themselves as a cohesive company.” – A Younger Theatre*



Fledgling Theatre Company is an international theatre company based in both London and Sydney, formed by Callum Cameron, Christopher Neels, Chris Huntley-Turner and Patrick Holt in 2013, all of whom graduated from the Royal Central School of Speech and Drama in London. We focus on developing new writing and devising work as an ensemble.

Fledgling Theatre's previous shows include *Modern Jesus* performed at the Nursery Theatre in London in 2014 which focused on a group of disillusioned and unemployed 20 somethings in contemporary London with no where to direct their aggression and *Jericho Creek* performed at The Cockpit in London in 2015, a tale of religious fanaticism in colonial Australia inspired by the works of Nick Cave. For the development of *Jericho Creek* we were supported by Room One Studios in London.

Fledgling Theatre have a core of 12 actors and creatives that we work with but the majority of the writing, directing and producing is carried out by Callum Cameron, Christopher Neels and Patrick Holt. 'They Built It. No One Came.' was directed by Lucy Wray who is Associate Director with METIS, touring the UK autumn 2016 with *World Factory* (Young Vic / New Wolsey) and Co-Artistic Director of the theatre companies Populace and Heavy Weather. She is also a script reader at the New Work Department of the National Theatre.

# Press and Praise for They Built It. No One Came.

## Interviews

"Ultimately, the way we interpret the misfit story mirrors the way we define our own successes and failures. Stories such as that of Tobias and Alexander help us to reconcile our ideas of success and what it means to succeed – whether we're acting according to our values or because we want recognition – and what in the end is the most important." – **Self - Belief and Self – Promotion: Lessons from the Misfit Narrative by Annabel Mellor, Pleasance Times, 06/08/16**

<https://pleasancetimes.tumblr.com/post/148551881173/self-belief-and-self-promotion-lessons-from-the>

"With this piece we decided to scale down the size of the cast and we already had source material from the original story that we could use to improvise and develop our characters with. The main constant within all our work has been having a live musician in the rehearsal room to accompany us during the devising process." – **Fledgling Dramaturgy: Callum Cameron @ Edfringe 2016, The Vile Blog, by Gareth K Vile, 15/06/16**

<http://vilearts.blogspot.co.uk/2016/06/fledgling-dramaturgy-callum-cameron.html>

**Five Fast Fringe Questions with...Fledgling Theatre, The Reviews Hub, 20/07/16**

<http://www.thereviewshub.com/five-fast-fringe-questions-with-fledgling-theatre/>

## Audience Reactions



**Maddy Hill** @maddy\_hill90 · 4d  
If you're at @edfringe then  
@FledglinTheatre #theybuiltit is a  
MUST SEE- absolutely bloody  
hilarious 🤔👍



**SAUL & JOSH** @sandjfilms · 4d  
Fantastic performance of #theybuiltit  
today by @FledglinTheatre. Go see if  
you are at @edfringe



**INBEDWITHMYBROTHER** @in... · 2d  
@FledglinTheatre one of the best  
things we've EVER seen. So in awe of  
you guys. Congratulations.  
AMAYYYxZlingg. Cannot stop talking  
about it



**Will Bowden** @WillBowden...  
Loved #TheyBuiltItNoOneCame  
@FledglinTheatre - a fascinating  
dissection of obsession and a  
need to fit in! BELIEVE THE  
HYPE! Book now!

16/06/2016 10:40  
2 RETWEETS 1 LIKE  
vodafone UK 4G 08:31  
Tweet

**The New Current** @TheNewCurrent  
@FledglinTheatre really loved  
#TheyBuiltIt sort of feel justified in  
my staunch willingness to remain  
on the outside #edfringe

20/06/2016 09:18  
2 RETWEETS 6 LIKES

Reply to The New Current

Home Notifications Moments Messages Me

Gone to see this show twice now  
as I enjoyed it so much. A funny  
piece of drama with a really nice  
story line, a perfect drama/comedy  
balance. The movement and use  
of music was incredibly effective  
and funny. The show has a lovely  
story but the whole thing is brought  
together with the hilarious script  
and songs- many laughs to be  
had! Seriously worth a watch, a  
show unlike most other things I've  
seen at the Fringe this year.

**George Forsyth**  
5 days ago

A previous reviewer has used the  
word that I had planned to use. A  
Gem. This is what we come to the  
Fringe to see. Lovely  
contemporary writing with excellent  
performances (musical, comical  
and straight acting) from all  
concerned. Highly recommended.  
Our house was full so you may be  
unlucky unless you buy a ticket  
straight away. 5 stars.



**Omar & Lee** @omarleecomedy · 13h  
We bloody loved @FledglinTheatre's  
'They Built It. No One Came' and think  
you will too! Do urself a favour- book  
tickets now! @ThePleasance



**Himesh Patel** @HimeshJPatel · 1d  
If you're @edfringe go & see 'They  
Built It. No One Came.'  
@ThePleasance. Great work from  
@FledglinTheatre.



**Jonathan Sayer**  
@JonathanSayer1

Absolutely loved 'They Built It No  
One Came' by @FledglinTheatre.  
Funny, poignant and generally  
awesome! Go see!



**Torum Heng** @torumheng · 17h  
Just saw the most delightful and  
adorkable play by @FledglinTheatre  
Go see #TheyBuiltItNoOneCame  
#edfringe



**Nick Durkee**  
6 days ago

This show is a gem. Completely  
different to anything else you'll see  
and I'll be surprised if there are  
better comic drama performances  
anywhere in Edinburgh than the  
two main characters in this.  
Brilliant writing, brilliant acting,  
plenty of laughs.  
10/10 from me. Go and see it.



**Marie Daniels** @MarieDaniels5 · 17h  
First show @edfringe They Built it. No  
one Came by @FledglinTheatre You  
should go, v v funny  
#changetheaxiom

3 4



# Links to Reviews

British Theatre Guide

<http://www.britishtheatreguide.info/reviews/they-built-it-pleasance-court-13328>

The Edinburgh Reporter:

<http://www.theedinburghreporter.co.uk/2016/08/edinburgh-festival-fringe-2016-review-they-built-it-no-one-came/>

The New Current:

<http://www.thenewcurrent.co.uk/review--they-built-it-but-nobody-came>

Theatre Smart:

<http://www.theatresmart.com/edinburgh-fringe-reviews-2016.html#They Built It No One Came>

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views

## Community dream becomes a nightmare

### THEATRE

**They Built It. No One Came.**  
Pleasance Courtyard (Venue 33)  
★★★★

On the fringes of a small American town, two gay men set up a commune, based on principles of harmony, freedom and working the land using traditional 18th century German techniques. They never had a single member. Inspired by a true story reported in the New York Times, Fledgling Theatre has created a deceptively profound little play.

Eight years after founding their community, Tobias (Christopher Neels) and Alexander (Patrick Holt) are still on their own. Life is tough: there is no electricity or indoor plumbing, and they face frequent assaults on their premises by homophobic neighbours.

When, finally, Pablo (Calum Cameron, who is also the writer) does attempt to join them he finds them, on the one hand, unnervingly welcoming and, on the other, rather set in their ways. It's not surprising that things



↑ The life of the community from beginning to its end is told with humour and compassion

take a turn for the worse. Directed by Lucy Wray, with endearing folksy songs accompanied by musician/performer Edoardo Elia, the production strikes just the right note. It would be all too easy to be sardonic about Tobias and Alexander and their failed attempt at hippie-dom, but the story is handled

with gentleness and empathy. The life of the community, from its idealistic beginnings to its collapse in bitterness and recrimination, is told succinctly, with humour and compassion.

In the midst of the idealistic daftness of it all, the liberal quoting of Walt Whitman, the homespun flax shirts and

attempts to farm near-barren land using hoes and scythes, are some profound questions about how we are capable of undermining our own best intentions, and how far we might have to compromise our ideals in order to get others to share them.

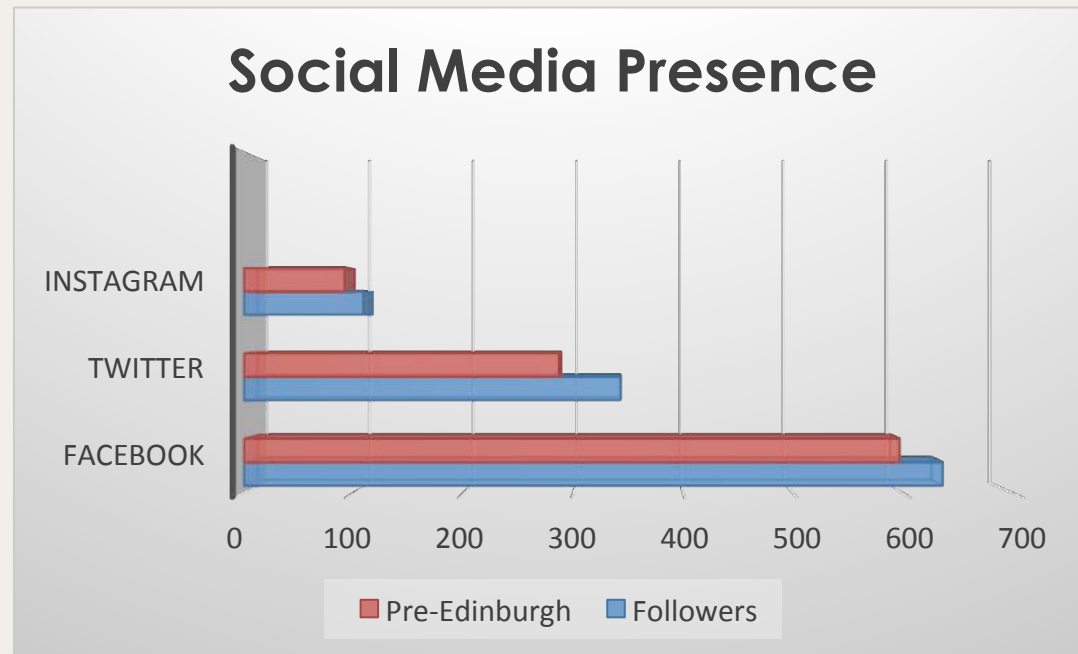
**SUSAN MANSFIELD**

Until 29 August. Today 3pm.

# Social Media

The company's social media profile increased significantly during the Edinburgh Fringe, with **16%** rises in our Twitter and Instagram followings and nearly a **10%** rise in likes on Facebook. In the last two weeks of the festival, each tweet of ours drew an average of **345 impressions**.

Our Facebook page for the company currently has **642** likes while the 'They Built It. No One Came' production page has **138** likes, our Twitter page has **344** likes.



# Contact

Company Email: [fledglingtheatrecompany@gmail.com](mailto:fledglingtheatrecompany@gmail.com)

Main Contact Email: [callumcameron3@gmail.com](mailto:callumcameron3@gmail.com)

Twitter: @fledglintheatre

Facebook: <https://www.facebook.com/fledglingtheatre>

[www.facebook.com/theybuiltit](https://www.facebook.com/theybuiltit)

Website: [www.fledglingtheatre.com](http://www.fledglingtheatre.com)

Instagram: fledgling\_theatre

Phone Number: 07775951903

Link to original New York Times article written by Penelope Green: <http://www.nytimes.com/2015/05/17/style/they-built-it-no-one-came.html>

This show has been supported by

**The New York Times**

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