

THE DEVIL'S VIOLIN



STOLEN Marketing Pack



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



Cyngor Celfyddydau Cymru
Arts Council of Wales



STOLEN Marketing and Press Pack

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Useful Company Contacts

Marketing and PR

Jon McCall
jonmccall@hotmail.co.uk
07736 771143

General Manager

Sarah Moody
sarahmoody@mac.com
07808 167709

Bookings

Helen Edwards
helencedwards88@gmail.com

Box Office Information

The Company: The Devil's Violin

Title: STOLEN

Company Style: Fairytales for grown-ups. An evocative show which combines storytelling and live music. Epic narratives brought to life by master raconteur, Daniel Morden. With sublime stringed accompaniment from musicians Sarah Moody and Oliver Wilson-Dickson.

Language: English

Duration: 1 hour 25 mins (plus interval)

Age suitability: 10+

Company: Daniel Morden (story), Sarah Moody (cello), Oliver Wilson-Dickson (violin)

STOLEN Show Copy

*No guards met him at the palace.
He made his way through a great pair of gates.
Through chambers that echoed with his footsteps.
He came to a hall thick with fog - was that a statue?
No, not a statue but the King himself.
The King of this country, as still and grey
as the stone his throne was made from.*

Daniel Morden transports you to the Land of No Return, his storytelling served by the hypnotic string accompaniment of **Sarah Moody** and **Oliver Wilson-Dickson**.

The ensemble will take you on an epic journey, through a dreamlike land where you will encounter a king turned to stone, an old woman living in the claw of a giant cockerel and a glass man filled with wasps.

The essence of all cinema, theatre and literature is a gripping tale well told. By weaving traditional stories into an epic narrative The Devil's Violin return us to that essence. STOLEN is a tale of lost loves, bravery, and above all else, hope.

"A scintillating combination of music, sound and story"
The Times

"You could hear a pin drop...like the air was all onstage with them. The music is divine."
Bristol Old Vic

"We hear stories within stories, like Chinese boxes, laced with tears and laughter. The paradox is that these magical tales are really our humdrum lives, wrapped in imagination and mystery."
Avril Silk

Visit www.thedevilsviolin.co.uk for more information

Target audience

- Theatre audiences
- Storytelling audiences
- Literature readings/performance poetry audiences
- Theatre and music students
- Festival audiences
- Roots/acoustic/folk and world music audiences
- Blind/visually impaired audiences
- Deaf/hard of hearing audiences (for signed performance in Cardiff)

The Devil's Violin Audience Segmentation - 4 key target markets

•Expression

Open and receptive to new ideas, they pursue challenge, entertainment and intellectual stimulation through their cultural engagement. They enjoy being part of a crowd and seek communal experiences that broaden horizons. Arts and culture is a key element of their lifestyle, it is a means of self expression and connecting with other like-minded individuals. Value for money and emotional engagement are important to this segment and they may avoid financial risks unless they are sure of the benefits to them. Their strong sense of community means that they are willing to volunteer their time for the greater good. They are most likely to help promote the show.

How to reach them: Debate and discuss, build networks that appeal to their community spirit, highlight opportunities for participation, tap into their desire to be part of something bigger. They are open to reviews and recommendations, are avid consumers of print media (national and local), and radio (BBC2 & 4, ClassicFM, local).

•Essence

They are adventurous and discerning in their tastes, open to challenging artforms. They do not like popular or lowbrow culture, or amateurism. For them the arts and culture are worth paying for and supporting, and believe in state subsidy of the arts. They are arts advocates.

How to reach them: Highlight quality and intellectual aspects, flatter their independence and sophisticated tastes. Targeting them may be unnecessary as they are proactive when it comes to finding out what's on, plus they are wary of marketing speak. Their internet usage is high and they tend to favour traditional and broadsheet media over mainstream or popular output.

- Release

They tend to be younger adults with busy working and family lives who used to enjoy relatively popular arts and culture, but have become switched off as other things have taken priority in their lives. Consequently they feel they have limited time and resources to enjoy the arts and culture, although they would like to do more. They need to be encouraged to view the arts as a social activity and another means of taking time out from their stressful and busy lives.

How to reach them: Demonstrate that the arts offers the opportunity for a great time together with friends. They will respond to things that are well recommended and endorsed. They are also highly price sensitive; special offers and vouchers will attract them. They tend to be relatively low consumers of printed media, except perhaps titles such as The Sun, Metro and The Times. Endorsements through known brands, individuals and organisations that they are already engaged with will be key.

- Enrichment

The Enrichment segment is characterised by older adults with time to spare. They have established tastes and enjoy culture that links into their interests in more traditional artforms, not what is considered to be new or fashionable. It is a desire to experience nostalgia, awe and wonder, which motivates them to engage with culture. Value for money is very important.

How to reach them: Focus on their interests in heritage, nature, nostalgia, beauty and the past. They are risk averse and mature individuals who are not looking to broaden their horizons or to be taken outside their cultural comfort zone. They have relatively high media consumption, with relatively high readership of regional and local paid-for press, The Mail and The Telegraph, and higher than average consumption of BBC2, Radio 2, local BBC stations and Classic FM. Their internet usage is low.

Press & Marketing

Social Media & Digital

Website: www.thedevilsviolin.co.uk

Facebook: thedevilsviolin

Twitter: @DevilsViolinCo

Instagram: devils_violin

We will be regularly uploading content throughout the tour, so please do link to us and share across your platforms as much as possible. If you have any ideas for social media content, or competitions etc. please do not hesitate to get in touch with us. **We will be sending out additional social media sample posts to you.**

Promo trailer

The trailer for STOLEN is available on Youtube here:

[STOLEN Trailer](#) or <https://youtu.be/pOCLFbIBsqA>

Or as a downloadable MP4 file here:

<https://www.dropbox.com/s/xismuzv8f9w85cl/Stolen%20promo%20The%20Devil%27s%20Violin.mp4?dl=0>

Press release and images

A sample press release is in this pack below. A selection of images can be downloaded here:

[Images](#) or <https://www.dropbox.com/sh/fh7uxgcoy2vdaok/AABpOVNqgbxBXeUuWHtcfHaGia?dl=0>

Advertising

We have a limited budget but may be able to provide you with advertising artwork or contribute to some media buying if appropriate. Please get in touch if you want to talk to us further about this.

Interview / feature ideas

- Our artistic process for STOLEN - how the three members of the group work together to combine the story and music so that it works harmoniously.
- The collaboration with guest director and movement specialists Dan Canham and Laura Dannequin. Dan is the Artistic Director of *Still House* and Laura is an acclaimed choreographer and an Associate Director of *Still House*.

- Profile Piece – on The Devil’s Violin company history.
- Daniel Morden could expand on this incisive quote from one reviewer:
“We hear stories within stories, like Chinese boxes, laced with tears and laughter. The paradox is that these magical tales are really our humdrum lives, wrapped in imagination and mystery.” Avril Silk
- Daniel Morden on being the recipient of this year's Hay Festival Medal.

The members of the group are all available for media interviews

If local media are keen to preview the show, or do a detailed feature please do not hesitate to contact our press officer Jon McCall (07736 771143 or jonmccall@hotmail.co.uk). A member of the creative team will be available for media Interviews if sufficient notice is given.

Past press quotes

"In Daniel Morden we had a master weaver of tales spinning a magical thread of narrative. An enraptured audience from a wide age range were hanging on every word. Daniel is a master of the well-judged pause ... a silent audience waited with bated breath." **Bristol Post**

"Spending an evening with storyteller Daniel Morden and the unassumingly evocative musicians who form the Devil’s Violin is a spellbinding reminder of just how powerful this ancient art form can be." **Crack Magazine**

"An enchantment, a work that walks the line between life and death, which recognises with the power of voice and the power of music, that there is magic everywhere." **The Times**

"It was something in his way of performing that was beyond captivating. You could listen to him endlessly. Such a refined mixture of grief, anger, joy, love, obsession, that he conveyed through effortless play of his voice" **Oxford Theatre Review**

"A master of the craft. He knows just when to pause and how long to keep the audience on the edge of their seats." **Whatsonstage**

"Enchanting, wise and profound, The Devil’s Violin Company reinvent the magic of storytelling to the finest degree. They are certainly a company to watch out for." **The Public Reviews**

"A scintillating combination of music, sound and story" **The Times**

"With a seductive brew of storytelling and music that’s good enough to sell your soul for. When he stands at the edge of an imaginary cliff and looks out over the sea, he is so present in the moment that we look out with him, in an eerily sensory way that sends a shiver down the spine" **Venue**

"The storyteller and three accompanying musicians walk on stage and with minimal movement hold us spellbound ...a timely reminder of the power of the story to unite. We leave the theatre as if having woken from a dream." **Wales Arts Review**

Sample Press Release

The Devil's Violin presents STOLEN

Performed by:

Daniel Morden

Sarah Moody

Oliver Wilson-Dickson

The Devil's Violin announce their new production, STOLEN, which will premiere at the Greenwich Theatre before touring the UK from October to November 2017. Full dates below - tickets are on general sale now.

The ensemble will take you on an epic journey, through a dreamlike land where you will encounter a king turned to stone, an old woman living in the claw of a giant cockerel and a glass man filled with wasps.

Daniel Morden's haunting tale is interwoven with the hypnotic string accompaniment of Sarah Moody and Oliver Wilson-Dickson.

The essence of all cinema, theatre and literature is a gripping tale well told. By weaving traditional stories into an epic narrative the Devil's Violin return us to that essence. STOLEN is a tale of lost loves, bravery, and above all else, hope.

Generously supported by the Arts Council of England and the Arts Council of Wales.

Watch the trailer for STOLEN here:

[STOLEN Trailer](http://bit.ly/2gyQO3X) (<http://bit.ly/2gyQO3X>)

James Haddrell, Artistic Director at the Greenwich Theatre:

"We are delighted to welcome The Devil's Violin back to Greenwich Theatre this autumn. Their fusion of storytelling with live musical accompaniment is astonishing – audiences loved their last show which came to Greenwich for a special one-off performance, so we are proud to have programmed the company for a four performance run this season."

Daniel Morden, The Devil's Violin:

"The Devil's Violin perform traditional stories: we aren't in the business of making social realism. But we don't make escapism either. The classic quest template seemed appropriate. Something is lost, or broken or stolen, so someone must venture out of their comfort zone in an attempt to restore harmony. The central character is a homebody not a hero. He isn't in search of glory. He just wants his life back. But to achieve this he must undergo trials and confront his own inner demons."

ENDS

Press information:

For further information contact our press officer:
Jon McCall, 07736 771143 or jonmccall@hotmail.co.uk

For hi-res images visit: www.thedevilsviolin.co.uk/media/

Listings information

STOLEN

Story by Daniel Morden
Music by Sarah Moody (cello) and Oliver Wilson-Dickson (violin)
Lighting by Matthew Graham
Thu 5 Oct–Sat 25 Nov 2017 (17 performances)
Various venues
1 hour 25mins (plus interval)
Performed in English
£10–15 plus booking fee
Age guidance: 10+
Press performance: Thu 5 Oct, 7.30pm, Greenwich Theatre

Presented by the Devil's Violin
Supported by Arts Council Lf England and the Arts Council of Wales

About the Devil's Violin

The essence of all cinema, theatre and literature is a gripping tale well told. Using live music and the spoken word the Devil's Violin return us to that essence.

The Devil's Violin was formed in 2006 by master storyteller **Daniel Morden** (this year's recipient of the Hay Festival Medal for contributions to storytelling), composer / cellist **Sarah Moody** (credits with Kneehigh and Travelling Light), and co-composer / violinist **Oliver Wilson-Dickson** (ALAW, Mabon).

The companies' previous work includes The Forbidden Door (2014–16), A Love Like Salt (2012–13), Singing Bones (2009–11), The Devil's Violin (2006–09).

The Devil's Violin has performed across the UK in venues such as the Bristol Old Vic, the Barbican Centre, the Sage Gateshead, Theatr Clwyd and the Hay Festival.

The company has been variously described as:

"A scintillating combination of music, sound and story." (The Times)

"An endlessly refined mixture of grief, anger, joy, love and obsession." (Oxford Theatre Review)

"One of the most singularly captivating and compelling live acts you could ever wish to be trapped in a dark room with." (Crack Magazine)

"An enchantment, a work... which recognizes with the power of voice and the power of music, that there is magic everywhere." (TLS)

Like: <https://www.facebook.com/thedevilsviolin/>
Follow: <https://twitter.com/DevilsViolinCo>
Discover: https://www.instagram.com/devils_violin/
Explore: <http://www.thedevilsviolin.co.uk/>

Request Press Tickets

If you would like to request press tickets to any of our performances, please contact:

The Devil's Violin

Jon McCall (Press and Marketing)

jonmccall@hotmail.co.uk

07736 771143

Please provide:

- Your name
- Publication/organisation
- Email
- Phone number
- The venue and date you would like to attend
- If you require a +1 (subject to availability)

Tour Schedule

Oct 5/6/7/8	Greenwich Theatre, London	www.greenwichtheatre.org.uk
Oct-13	The North Wall, Oxford	www.thenorthwall.com
Oct-14	Ancient Technology Centre, Dorset	www.ancienttechnologycentre.co.uk
Oct-25	Canterbury Festival, Kent	www.canterburyfestival.co.uk
Nov-05	Lowender Peran Festival, Cornwall	www.lowenderperan.co.uk
Nov-10	Borough Theatre, Abergavenny	www.boroughtheatreabergavenny.co.uk
Nov-11	The Storey, Lancaster	www.litfest.org
Nov-12	Storyhouse, Chester	www.storyhouse.com
Nov-15	Pontardawe Arts Centre, Swansea	www.npttheatres.co.uk/pontardawe
Nov-17	Mermaid Arts Centre, Bray	www.mermaidartscentre.ie
Nov 22,23	Chapter Arts Centre, Cardiff	www.chapter.org
Nov-24	The Boo, Rossendale, Lancashire	www.horseandbamboo.org
Nov-25	Ucheldre Centre, Holyhead	www.ucheldre.org

Sample Direct Mail

The Devil's Violin presents

STOLEN

[Date/Venue]

*No guards met him at the palace.
He made his way through a great pair of gates.
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He came to a hall thick with fog - was that a statue?
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Avril Silk

Search for 'the devil's violin' on facebook to view the trailer and find out more.
www.thedevilsviolin.co.uk

Company Biogs

Daniel Morden is one of the leading exponents in the art of storytelling. Daniel has delighted audiences all over the world with his performances including the Vancouver, Oslo and Yukon story telling festivals, The Hay, Beyond The Border, Bath and Cheltenham festivals and at venues such as The Barbican, The National Theatre and The British Museum. He has also worked on television and radio, and has published six children's books. He was recently awarded the Hay Festival Medal for his contribution to storytelling.

Sarah Moody has worked as a musician with companies such as Kneehigh, London Bubble and Wildworks and has written music for BBC Radio dramas and numerous theatre companies such as Travelling Light and Stuff & Nonsense. She plays in a variety of bands, is developing a solo loop box performance and records as a session musician. Alongside this, Sarah works in community settings, providing opportunities for participants to explore their innate musicality.

Oliver Wilson-Dickson plays with Jamie Smith's Mabon and the trio ALAW. Described by R2 magazine as 'an expressive and exceptional fiddler' he also regularly collaborates with storyteller Daniel Morden both as a duo and in The Devil's Violin. He also plays with accordionist Luke Carver Goss doing regular tours of participative concerts and workshops for children and for dementia sufferers. As a composer he has written music for stage productions and BBC Radio 4 drama. He also plays in the house band on the Welsh TV show Noson Lawen, where he gets plenty of opportunity to practice his Welsh.

Dan Canham and **Laura Dannequin** are working with the company on the direction and movement in STOLEN. Dan is the Artistic Director of *Still House* and Laura is an acclaimed choreographer and an Associate Director of *Still House*.