

**REFRACT THEATRE COMPANY**

***WHEN YOU SEE IT.***

**MARKETING PACK**

**CONTENTS**

**3. About Refract Theatre Company and *When You See It.***

**4. Target Audiences**

**5. Selling Points**

**5. Box Office Information**

**6. Brochure Copy**

**7. Tools Available**

**ABOUT REFRACT THEATRE COMPANY AND *WHEN YOU SEE IT.***

**N.B. Please do not use this as brochure copy: this is for internal use only.**

**Refract Theatre Company** is an original, diverse, new theatre company founded by ten graduating drama students from the University of Lincoln. We aim to utilise personal experiences to evoke universal thoughts and feelings within our spectators. We seek to engage our audiences by highlighting the changes in technology, communication and identity. Refract’s goal is to provide an opportunity for our audience to consider their own thoughts and feelings on these social and cultural anxieties and attitudes; for them to recognise their own personal experiences in our experiences. Refract tells stories that raise questions and invite people to respond to and think about the ideas we share with them.

***When You See It*** is a devised theatre show, performed, directed and managed by ten graduating drama students. The performance features original songs, choreography and book written and designed by the cast.

The story of the show is a fragmented narrative exploring the idea of photographs and their meanings. We aim to consider the various realities of the photographic medium from global events to ‘selfies’, the idea of a ‘true’ image and famous photographs.

Sometimes physical, sometimes sung, the stories told are intricate and detailed, showing the alternative viewpoints and perspectives in one of the most used mediums in the world. ***When You See It*** will engage with a diverse audience through our use of ‘famous’ images and the thoughts and experiences behind our own photos; thoughts that will resonate on a wide scale due the shared feelings we all have about our personal memories.

With heartfelt moments, laughter and a dynamic performance style, our show will be an exciting take on showcasing the true meanings behind your favourite snaps.

**TARGET AUDIENCES**

**Our event** is a devised production called ‘When You See It’. It focusses on photographs and memory, aiming for the audience to see their own personal experiences in our experiences. It considers parts of the photo you cannot see and that not everything you view is in ‘black and white’.

**We have researched** into global events as well as our own personal experiences to devise drama which sees the global in the personal. We have questioned and explored how photos are their own form of performance.

**Our core audiences are:**

* The 14+ community.
* People interested in devised performance.
* Those who are interested in photography.
* Live in Lincoln city centre.
* Those interested in graduating talent.
* Friends and family of the performers.
* School, College and University students studying modules such as, Photography, Psychology, Theatre Studies, and Multimedia.
* Local community groups/ societies/ events.
* Photography enthusiasts (‘Photo Walkers’ etc.)

**SELLING POINTS**

Presenting theatre which includes a variety of mediums to both engage with and inform the audience.

A diverse and dynamic range of sources are used in performances; to establish a relationship with a wider audience.

Refract Theatre Company aims to produce quality, accessible work which draws on the cultural and societal contexts of their sources to present engaging and reflective drama.

Refract Theatre Company and *When You See It* are dedicated to presenting the stories that don’t want to be or can’t be told; to offer a new perspective on memory and personal experience.

**BOX OFFICE INFORMATION**

**Company Name** Refract Theatre Company

**Show Name** *When You See It.*

**Running Time** 1hr (No Interval)

**Age Guidance** 14+

**Other Info** No strobe, may contain mild swear words

**BROCHURE COPY**

Do you ever feel photos are hiding something?

A cluttered set. A fragmented narrative. A story weaving through, trying to find meaning behind and through the lens.

Sometimes physical, sometimes sung, the detailed stories show the alternative perspectives of one of the most used mediums in the world.With heartfelt and chilling moments, laughter and a dynamic performance style, this explores the ‘true’ meaning behind photographs.

Loss. New beginnings. Relationships. How much can you see?

And when will you see it?

**TOOLS AVAILABLE**

**Refract Theatre Company Website** refracttheatrecompany.blogs.lincoln.ac.uk

**Refract Theatre Company Twitter** twitter.com/refracttc @RefractTc

**Refract Theatre Company Facebook**  facebook.com/refracttheatrecompany

**Refract Theatre Company Instagram** instagram.com/refract\_tc