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PRESS RELEASE

For immediate release

Monday 25 July 2016

THEATRE CRAFT RETURNS FOR 2016 IN NEW HOME AT THE WALDORF HILTON HOTEL & ADAM KENWRIGHT ANNOUNCED AS 2016 AMBASSADOR

Booking is now open for TheatreCraft 2016, London's largest free careers event for anyone aged 16 – 25 looking for a non-performance career in theatre. This year, the event will take place on Monday 14 November and has a new home at the Waldorf Hilton Hotel with workshops and talks happening throughout partnering West End theatres which will be announced at a later date.

Speaking about TheatreCraft 2016 General Manager at the Waldorf Hilton, Guy Hilton, commented;

"I am delighted as the new General Manager of The Waldorf Hilton London, which resides in the heart of TheatreLand, to be a part of TheatreCraft 2016. TheatreCraft provides a unique opportunity to nurture the talent of young people in the world of dramatic art, which echoes very well our own commitment to create opportunities for young people in the hospitality industry. It gives me great pleasure to confirm that The Waldorf Hilton will be hosting TheatreCraft in November later this year."

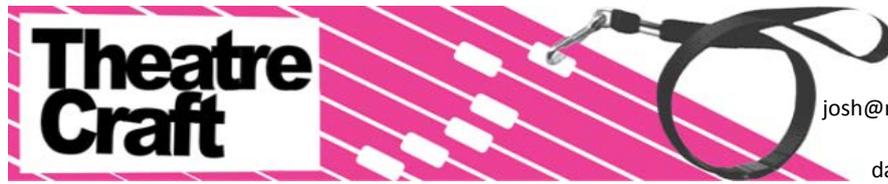
TheatreCraft has also announced Ambassador Theatre Group's recently appointed Executive Vice President, Adam Kenwright, as the TheatreCraft 2016 Ambassador. Kenwright will deliver a welcome speech and open the event on 14 November at The Waldorf Hilton.

Commenting on this year's event, TheatreCraft Ambassador Adam Kenwright said:

"TheatreCraft creates a unique and free event, whole-heartedly supported by the industry, for 16-25 year olds so that they may better understand the vast variety of careers that contribute to creating theatre productions. TheatreCraft's vision allows the next generation of theatre talent to explore the diverse range of opportunities available within our exciting and inspiring field. As someone who first started in the business as a teenager and who has personally worked in the box office, back stage, front of house, publicity, casting, marketing and in production, I am excited and proud to have been chosen to be this year's Ambassador for TheatreCraft. Helping young people discover the behind the scenes professions that make our great industry thrive is vital to the future of theatre."

Partners





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From directing to stage management, producing to marketing, lighting to design, TheatreCraft is the only place to be for a fun and unique glimpse into the 'behind the scenes' world of theatre.

Attendees on the day can take part in workshops led by theatre professionals, explore the vibrant marketplace of exhibiting theatres and organisations, join in at the Ask the Experts zone for one-to-one advice and interact with peers in the networking hubs.

For the last three years, Olivier award winning writer Jessica Swale, has led TheatreCraft workshops on finding your voice as an emerging playwright. Now in its eleventh year, Swale commented on the importance of TheatreCraft;

"TheatreCraft really is one of a kind. It's an excellent resource, inspiring young people to think about a career in theatre beyond the usual push to tread the boards. It's so vital that there's the same enthusiasm for working backstage as there is for performing, and Theatrecraft is one of the few events that allows young people to fully explore all the possibilities of an exciting career in theatre making. It is events like theatrecraft that inspire new voices to join the industry, bringing with them fresh ideas and breaking boundaries, ensuring that we have a diverse, representative and creative new intake every year. And every year it goes from strength to strength. Long may it continue."

More than 1,000 people attended TheatreCraft last year taking part in over 75 workshops delivered by skilled theatre professionals and engaging with 64 theatres and organisations in the marketplace, making it the most successful event to date.

Larah Simpson, an attendee at the event in 2014 and exhibitor in 2015, said:

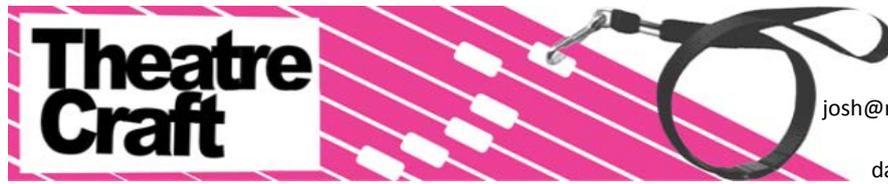
"I attended in 2014 after graduating from university and was unsure about which direction to take next. I had a one-to-one session with James Clutton and later attended his workshop on producing. I kept in touch with James and was offered work experience at Opera Holland Park and then a permanent job. TheatreCraft is an invaluable resource and the Marketplace is a fountain of knowledge and new opportunities. I was delighted to return in 2015 as an exhibitor for Opera Holland Park."

TheatreCraft is organised by a group of committed partners from across the creative and cultural industries; the Theatre Royal Haymarket Masterclass Trust, the Royal Opera House, the Society of London Theatre, Mousetrap Theatre Projects and Creative and Cultural Skills.

For more information and all the latest news about TheatreCraft visit www.theatrecraft.org or find us on Twitter [@TheatreCraft](https://twitter.com/TheatreCraft)

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LISTINGS

Event: TheatreCraft

Date: Monday 14 November 2016

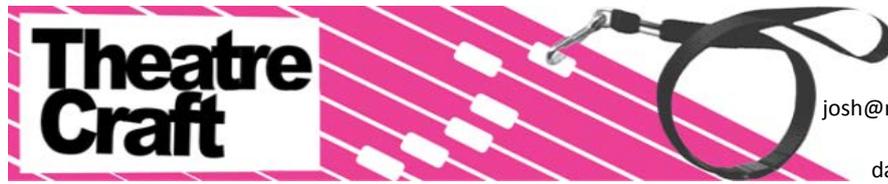
Venue: Waldorf Hilton Hotel, Aldwych, London WC2B 4DD

Delegates can attend for free registering at www.theatrecraft.org

- ENDS -

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- A selection of images and artwork from previous TheatreCraft events are available on request
- TheatreCraft takes place on Monday 14 November 2016 at the Waldorf Hilton Hotel
- TheatreCraft is free to 16 – 25 year olds and offers a busy Marketplace of exhibiting theatre, training providers, educational institutions and career advisors. Up to 70 accompanying workshops, talks, panel discussions and one-to-one sessions led by industry practitioners will be offered to all attendees.

TheatreCraft Ambassador 2016

Adam Kenwright

Adam began his career at Bill Kenwright Limited where between 1989 and 1994 he performed various roles culminating in a position of Associate Producer.

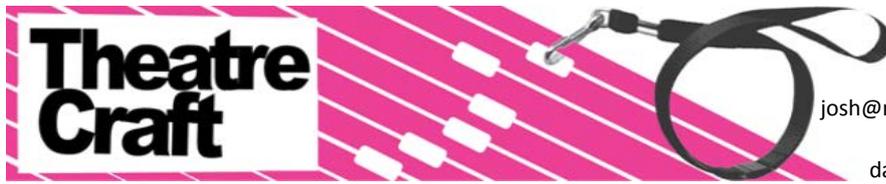
Adam founded AKA with Kate Turnbull in 1995 with a vision to produce and promote the very best in theatre and arts to a wider audience. AKA is now the largest and most successful entertainment marketing and advertising agency in the world now employing 450 professionals with offices in London, Manchester, Melbourne, New York, Edinburgh, Sydney and Los Angeles.

Between 1999 and 2006 Adam produced and co-produced more than 20 productions in London, on tour, in Broadway and around the world including Martin McDonagh's Lieutenant of Inishmore, The Gipsy Kings' Zorro, Lee Hall's Cooking With Elvis, Stephen Sondheim's Sweeney Todd, Marie Jones' Stones In His Pockets, Richard Nelson's Madame Melville, Russell Simmons' Def Poetry Jam, Jerry Herman's Mack and Mabel, Joe Orton's Loot, Peter Nichols' A Day In The Death Of Joe Egg, Boy George's Taboo, Cole Porter's High Society, the Argentinian Performance Theatre Company's De La Guarda and Jonathan Larson's Rent.

In May 2016 Adam Kenwright stepped down as CEO of AKA to take up the role of Executive Vice President at the Ambassador Theatre Group.

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About the TheatreCraft Partners

Theatre Royal Haymarket Masterclass Trust

Masterclass is a small charity that has a big impact on young people's lives. During the day when most theatres lie empty and unused, Masterclass opens up the historic Theatre Royal Haymarket to host inspiring and empowering talks, workshops, careers advice sessions, creative experiences and paid apprenticeships for young people aged 16 – 30. Masterclass is committed to using theatre to build confidence, strengthen self-esteem, nurture creativity and develop business and life skills in young people – the talent of the future.

TheatreCraft was established by Masterclass in 2003 to present career opportunities to young people interested in working behind the scenes in the theatre and performance industries.

www.masterclass.org.uk

The Royal Opera House

The Royal Opera House is home to The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House. Each year more than 500 performances are given with over 774,000 attendances; ROH partner with 15 UK companies with performances being given across 50 venues, and our ROH Live Cinema programme reaches more than 60 countries.

A long-established learning and participation programme now reaches almost 40,000 people of all ages each year with activities ranging from the Youth Opera Company to teacher training programmes; from special performances for families who are experiencing the work of the Royal Opera House for the first time with participatory activities beforehand, to workshops on prop making or percussion.

The Royal Opera House is also playing a significant part in the regeneration of Thurrock working in schools, colleges and the local community. Its role in the development of High House Production Park is bringing new skills and training opportunities to Thurrock in partnership with CCSkills through The Backstage Centre, and South Essex College.

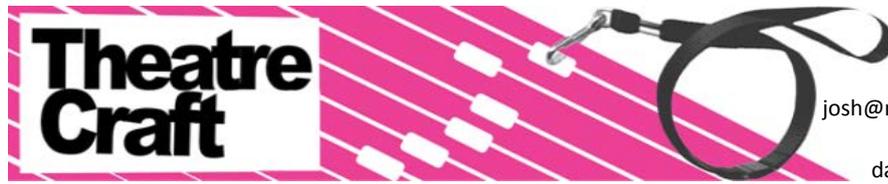
www.roh.org.uk

Mousetrap Theatre Projects

Mousetrap Theatre Projects is a theatre education charity committed to enabling young people with limited resources, access or support to engage with the best of London theatre. Since 1997, we have enabled nearly 100,000 young people to see outstanding theatre, much of it in the West End, with best seats from £5 – £10. Most theatre visits are supported by one of our 18 education programmes delivered by a range of professional theatre practitioners – from musical theatre composition to the 'business of theatre' to sound and lighting design to critical reviewing. At the heart of our work is

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the desire to open doors to young people who might otherwise consider London's rich cultural heritage closed to them.

www.mousetrap.org.uk

Society of London Theatre

Society of London Theatre (SOLT) is the not-for-profit organisation which provides a collective voice for the theatre owners, producers and managers of all the major commercial and grant-aided theatres across London. As well as protecting the interests of all its member theatres, SOLT promotes theatregoing through activities including the Olivier Awards with MasterCard, the TKTS ticket booth, the Official London Theatre website and its printed fortnightly listings guide, Theatre Tokens and the popular annual celebration West End LIVE in association with MasterCard. It also administers the audience development initiatives Kids Week and Get Into London Theatre, and supports a number of theatrical charities including Stage One and Mousetrap Theatre Projects.

www.solt.co.uk

Creative & Cultural Skills

Creative & Cultural Skills gives young people opportunities to work and learn in the creative industries. We want to ensure that employers benefit from a skilled generation of talent and continue on a course of economic growth. Our network of industry and education supporters – the National Skills Academy for Creative & Cultural – is open to those who are committed to the provision of high quality creative education and training, apprenticeships and careers advice. Together we've created over 3,500 Creative Apprenticeships in the UK since 2008. Creative & Cultural Skills is the National Provider for the Creative Employment Programme.

www.ccskills.org.uk

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