

PRESS CONTACTS

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PRESS RELEASE

For immediate release

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ESTEEMED THEATRE JOURNALIST AND CRITIC LYN GARDNER ANNOUNCED AS THEATRECRAFT 2017 AMBASSADOR

[TheatreCraft](#), London's largest free careers event for people seeking careers off-stage in theatre, has announced renowned theatre journalist and critic, Lyn Gardner, as the TheatreCraft 2017 Ambassador. Gardner will open the event on Friday 3 November at the Waldorf Hilton Hotel by delivering a welcome speech to all attendees.

More than a careers fair, TheatreCraft remains an entirely free event that offers young people the opportunity to take part in dynamic workshops led by theatre professionals, explore the vibrant marketplace of exhibiting theatres, arts organisations and education providers, connect with peers through various networking opportunities and speak with industry experts in one-to-one advice sessions.

As a committed supporter of new theatre, companies and artists, Gardner's writing has created a powerful spotlight for theatre; shining light into every corner of the country. Her voice in mainstream national publications continues to be invaluable to emerging and established theatre makers.

Commenting on this year's event, Gardner said;

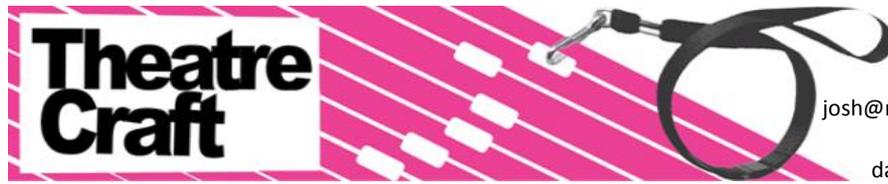
"TheatreCraft is such a brilliant initiative because it opens doors and makes young people realise that working in theatre doesn't just mean acting. There are so many opportunities and careers available that don't involve putting yourself centre stage, but which still require creativity, ingenuity and are just as much fun! TheatreCraft reminds us that there is a role for everyone in theatre, and we need people of many different talents and from many different backgrounds."

The annual event will hold further significance throughout the industry following an [independent report](#) commissioned by the Society of London Theatre (SOLT) and UK Theatre, which has found that off-stage theatre, despite benefiting from a passionate, engaged workforce, is struggling with a shortage of skilled technical workers.

The report found that the education sector is channelling young people away from off-stage careers, labelling theatre as a 'high risk option' and offering a notable lack of guidance around training routes into the industry. The report went on to identify TheatreCraft as an important response to these issues, having actively championed the vibrant array of careers in the sector for fourteen years.

Partners





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1,000 people aged 16 -25 attended TheatreCraft last year, taking part in more than 68 workshops delivered by skilled theatre professionals across 6 West End venues, and engaging with 66 theatres and arts organisations in the marketplace, making it the largest event to date.

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 and Mousetrap Theatre Projects.

The event is sponsored by The Waldorf Hilton Hotel, White Light and John Good. Official London Theatre is this year's official Media Partner.

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

LISTINGS

Event: TheatreCraft

Date: Monday 3 November 2017

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

Delegates can register for FREE at www.theatrecraft.org

ENDS -

Notes to Editors

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High-res Photographs

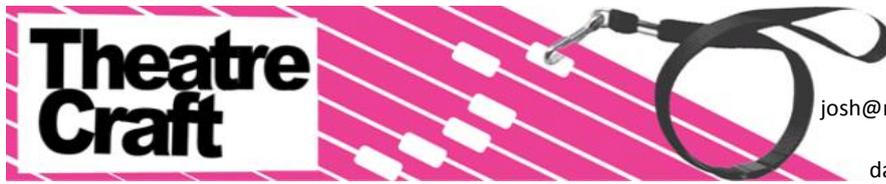
A further selection of images from last year's event can be found by [clicking here](#).

Please ensure all photographers are credited.

- TheatreCraft was launched in 2003 and this year presents its twelfth event
- 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.

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Lyn Gardner, TheatreCraft 2017 Ambassador

Lyn Gardner writes about theatre for The Guardian and she is an associate editor for The Stage. She is also the author of a number of novels for children with a theatre background including the Olivia series set in a London stage school and the Rose Campion series, set in a Victorian music hall

TheatreCraft Partners

Theatre Royal Haymarket Masterclass Trust

Supporting and nurturing young people through theatre is, and always will be, at the heart of Masterclass. As the in-house education charity of the Theatre Royal Haymarket, for the past 19 years we have been dedicated to opening up this beautiful and historic building as a resource for young people.

The Masterclass programme hosts inspiring and empowering talks with leading industry figures, onstage workshops, careers advice sessions, creative opportunities and paid apprenticeships for young people aged 16 – 30. We are devoted to using theatre as a platform to build confidence, strengthen self-esteem, nurture creativity and develop business and life skills in young people –the talent of the future

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.

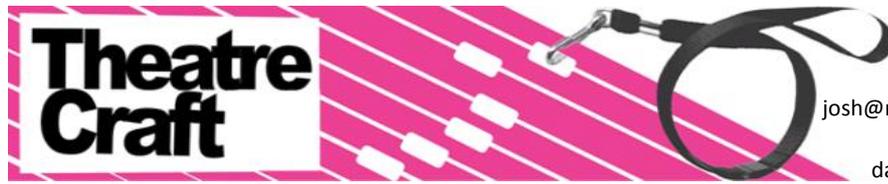
A long-established learning and participation programme now reaches almost 40,000 people of all ages each year with activities ranging from the Youth Opera Company to teacher training programmes; from special performances for families who are experiencing the work of the Royal Opera House for the first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

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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 175,000 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 21 access, education and youth engagement 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 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 a not-for-profit organisation representing the London theatre industry. SOLT also runs the Olivier Awards, West End LIVE, TKTS, Theatre Tokens, Kids Week and Official London Theatre.

www.solt.co.uk

Partners

