

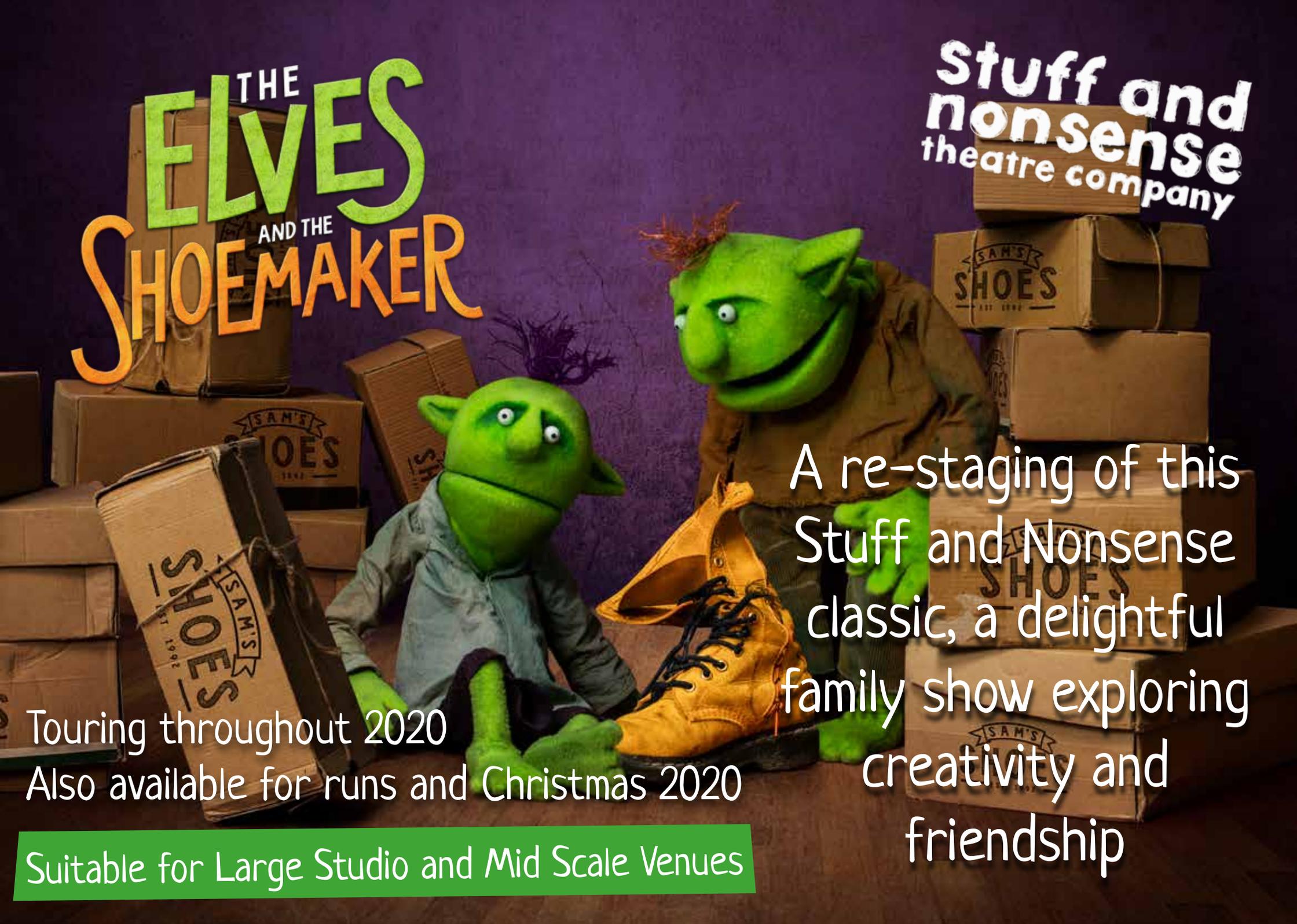
# THE ELVES AND THE SHOEMAKER

Stuff and  
nonsense  
theatre company

Touring throughout 2020  
Also available for runs and Christmas 2020

Suitable for Large Studio and Mid Scale Venues

A re-staging of this  
Stuff and Nonsense  
classic, a delightful  
family show exploring  
creativity and  
friendship





**stuff and  
nonsense**  
theatre company

Touring throughout 2020, also available for runs and Christmas 2020.

Suitable for all the family, from age 3 up.

Our most recent touring production, **The Gingerbread Man**, achieved 84% attendance, across 144 shows, at 22 venues, between February 2018 and January 2019. Almost 27,000 people saw the performance and our seven-week Christmas run at Theatre Royal Plymouth beat all box office records, achieving 90% capacity and taking almost £97k on ticket sales. **The Elves and the Shoemaker** will employ similar marketing tactics and promises to be similarly successful.

**For more information, contact:**

Tour Booker, Paula Hammond, on [admin@aloadofstuffandnonsense.com](mailto:admin@aloadofstuffandnonsense.com) or visit [aloadofstuffandnonsense.co.uk](http://aloadofstuffandnonsense.co.uk)

To view our trailer for the show, visit:  
<https://youtu.be/WkXz6mNiDSU>

Sam Lacey makes shoes that are out of this world. His imagination is huge but his shoe-making business is a disaster! Why would anyone buy a pair of Banana Skin slippers or spend money on shoes for a spider?! Even his neighbour Belinda can't get him to see sense.

Then, one night, two tiny green visitors climb into his kitchen and start stitching and cutting and snipping and gluing... Sam Lacey is about to get the surprise of a lifetime!

This hilarious re-telling of the much-loved classic from the inescapably inventive Stuff and Nonsense is a total delight for all the family, full of wit, charm and surprising puppetry.

***The Elves and the Shoemaker** is presented in association with **Theatre Royal Plymouth** and supported by Lighthouse, Poole's Centre for the Arts, The Lyric Bridport and The Point, Eastleigh.*

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## Artistic Team:

**Director**

Niki McCretton

**Puppetry**

Holly Miller

**Performers**

Julie Neshor & Tom Curzon

**Set**

Tin Shed Scenery

**Sound Design**

Gwendolyn Scott

**Composer**

Sarah Moody

**Lyrics**

Spike Golding

**Lighting**

Paul Coxon

**Producer**

Jane McGibbon



## Audience Reactions:



*"Our first experience of a Stuff & Nonsense show and we LOVED it! Can't wait for another."*



*"It was awesome, epic."*



*"We were enthralled from start to finish."*



*"It was brilliant! My daughter - 4 years old - was red in the face from laughing so hard and I have never seen her so excited and so enthusiastic! I laughed out loud too! It was truly fun for the whole family, not just the kids!"*

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# Gallery



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Artwork / Publicity:  
**Rebecca Pitt Creative**  
[www.rebeccapitt.co.uk](http://www.rebeccapitt.co.uk)  
All images by **Mark Morreau**  
[www.morraux.co.uk](http://www.morraux.co.uk)



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nonsense**  
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See *The Elves and the Shoemaker*  
in 2019 / 2020 at...

**Electric Palace, Bridport**

Friday 13th and Saturday 14th September

**The Berry Theatre, Hedge End**

Saturday 2nd October

**Theatre Royal Plymouth**

Sunday 1st December to Saturday 18th January

The Original: **The Elves and the Shoemaker** was written by the Brothers Grimm and first appeared in 1812 in their collection of stories: Grimm's Fairy Tales. Adaptations include films, cartoons and musicals. The original story focuses on a poor, generous and hardworking shoemaker. Elves appear overnight and make shoes that help him make a living and help others. The story has also inspired characters and stories, such as the 2003 Christmas movie *Elf* in which shoe making is one of the jobs for the elves.

## Our Adaptation

Stuff and Nonsense's adaptation of **The Elves and the Shoemaker** was originally created in 2010 and has since toured to 46 venues, being performed nearly 400 times to audiences of around 57,500. It is the company's most-performed production. Having been continually updated, it is currently being restaged ahead of a seven-week Christmas 2019 run at Theatre Royal Plymouth. It will then tour throughout 2020.



The beautifully crafted elf puppets allow for a high level of physicality and expression, like two mischievous and likeable gremlins. The set is a simple one room set (swimming in shoe memorabilia!) that shows off the puppetry at its best.

**The Elves and the Shoemaker** features puppets, acting, dancing, plenty of audience participation and the whole show ends happily ever after. It's full of comedy, quirky songs and sound effects and a welcome lack of TV references. Grown ups like the original, unexpected take on the classic and blossoming love story between Sam and Belinda, while children love the puppets and the shoes that make their imaginations buzz. Most children are desperate to meet the elf puppets afterwards and where possible the cast can bring the puppets to the foyer following the show.

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## Technical Information

Full tech spec available, outline as follows:

- Show Running time: 60 minutes no interval.
- Set: minimum 10m (w) x 8m (d) x 6m (h).
- Get In: minimum 4 hours before house opens.
- Get Out: 2 hours.
- Technician requirement from venue:
  - Pre-rig before the company's arrival.
  - x3 technicians for get in, x2 for get out.
  - x1 technician for show.

Contact: Luke Adams, [lukeadamslighting@gmail.com](mailto:lukeadamslighting@gmail.com)

## Audiences

- Families, including multi-generational groups.
- Primary school groups.
- Groups from pre-school nurseries, toddler and playgroups, childminders and children's centres, beavers / cubs / rainbows / brownies.
- For those using Audience Spectrum, Dormitory Dependables and Trips & Treats are our major audience groups (top 43% of 2015/16 attendees). 50% of total attendees are from groups with the medium rating of arts engagement. For London performances, audiences are primarily Metroculturals.
- First time attenders - approximately two thirds of our audiences have previously seen a S&N show, with a third being new audiences. For our venues, the average first time attender figures is around 50%. S&N is continually building a loyal audience at venues across the country, who will return to their productions as they trust in the company providing a high quality experience.

## Marketing Information

- A Marketing Pack containing copy, images, press release, PR ideas, target audience info, biographies, key selling points and Box Office briefing.
- A3 posters and A5 flyers.
- Video trailer and teaser.
- Colour images supplied as jpegs.
- Our work attracts a good mix of both regular arts attenders (approx. 66%) and those newer to the theatre (approx. 34%), including those in the four groups of least engaged audiences (contact us for more information and Show Stats breakdown).
- Puppetry workshops can be arranged, we encourage wrap-around activities and can provide ideas and templates, e.g. for craft activities.
- Support from S&N's Marketing and Audience Development Consultant, including sharing knowledge of successful campaigns across all our touring productions.



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## Quotes: What our peers and critics say about us...

*"I've watched **Niki McCretton** open the eyes/minds/hearts of children and adults to the wonder of storytelling, performance and theatre, for more than a decade now. She's one of British theatre's hidden gemstones... Niki's a magnet for talent and great artists: we need to treasure her. Take a child (by which I mean anyone from 3 to 103) to a show by **Stuff and Nonsense**. Watch how, within a minute or two their smile begins to widen, their mind starts to expand - then notice their expressions of delight and wonder... **Stuff and Nonsense** make the world a better place."*

**Chris Chibnall - Imaginary Friends Productions**  
Writer of **Broadchurch, Dr Who** and **Torchwood**

*"They've done it again - delivering a simple tale, enchantingly told. Director Niki McCretton ensures the production bowls along at a sufficiently cracking pace to keep the audience enthralled throughout this accessible and hugely entertaining show."* **The Stage** on **The Elves and the Shoemaker**

*"It was brilliant to have Stuff and Nonsense's new show **The Gingerbread Man** this year. Their shows are consistently a huge success with audiences here and frequently sell out, captivating and delighting younger audiences and their families - we always hear such positive responses about their work which is playful, inventive and engaging."*

**Jo Newman, Associate Director, Wiltshire Creative**  
on **The Gingerbread Man**



*"Yielding a volley of excited young screams from a full house of excited young people... this is pitched perfectly at youngsters and well recommended it comes."*

**Somerset County Gazette** on  
**The Elves and the Shoemaker**

### More about **Stuff and Nonsense**

Stuff & Nonsense (S&N) is a spirited production company making inspiring theatre for bold adventurers. Led by **Niki McCretton**, we work with children, families, artists and theatres to make memorable and outstanding theatre, placing children's creativity at the heart of what we do and enabling adults to become seriously playful.

We lead the field in adaptability of artistic product and quality delivery. We work vigorously to raise the quality of work for Children & Young People, building partnerships with leading theatres and encouraging high production values.

Founded in 2001, we have created nine artist-led, contemporary adaptations of well-known tales, which fill a gap in the market. Demand for our work is proven. Since 2010, we've delivered over 2,000 performances to over 290,000 people. Based at The Lyric Theatre Bridport, Stuff and Nonsense is an @HOME Artist at The Point, Eastleigh.

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Sample 2019/20 Print

Artwork / Publicity:

**Rebecca Pitt Creative**

[www.rebeccapitt.co.uk](http://www.rebeccapitt.co.uk)

All images by **Mark Morreau**

[www.morraux.co.uk](http://www.morraux.co.uk)



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theatre company

"A simple tale, enchantingly told  
...a hugely entertaining show"  
The Stage

# THE ELVES AND THE SHOEMAKER

Perfect for  
3-10 year olds  
and all the  
family

**TRP** Theatre  
Royal  
Plymouth

**Tue 3 Dec 2019 – Sat 18 Jan 2020**  
01752 267222 [www.theatreroyal.com](http://www.theatreroyal.com)

"A wonderful gem that will appeal to children and adults alike."  
Bournemouth Echo

"Absolutely brilliant! Perfect family treat."  
Audience member, Theatre Royal Plymouth

Sam Lacey makes shoes that are out of this world. His imagination is huge but his shoe-making business is a disaster! Why would anyone buy a pair of Banana Skin slippers or spend money on shoes for a spider?! Even his neighbour Belinda can't get him to see sense. Then, one night, two tiny green visitors climb into his kitchen and start stitching and cutting and snipping and gluing...Sam Lacey is about to get the surprise of a lifetime!

This hilarious re-telling of the much-loved classic tale from the inescapably inventive Stuff and Nonsense is a total delight for all the family, full of wit, charm and surprising puppetry.

Stuff and Nonsense return to Theatre Royal Plymouth with another festive treat, following recent shows *The Enormous Turnip*, *The Emperor's New Clothes*, *The 3 Little Pigs*, *Goldilocks and the 3 Bears* and last year's extraordinarily popular *The Gingerbread Man*.

Director **Niki McCretton**, Puppetry **Holly Miller**, Performers **Julie Neshier & Tom Curzon**, Set **Tin Shed Scenery**, Sound Design **Gwendolyn Scott**, Composer **Sarah Moody**, Lyrics **Spike Golding**, Lighting **Paul Coxon**, Producer **Jane McGibbon**

[www.aloadofstuffandnonsense.co.uk](http://www.aloadofstuffandnonsense.co.uk)  
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t @aloadofstuff

**TRP** Theatre  
Royal  
Plymouth

Royal Parade, Plymouth PL1 2TR  
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the point  
CASTLEDOWN

Lighthouse  
POOLS FOR THE SENSITIVE

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A huge thank you to our supporters:



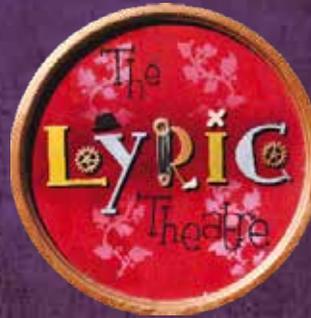
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Theatre  
Royal  
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POOLE'S CENTRE FOR THE ARTS



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EASTLEIGH

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