

# Inside the Walls Marketing Pack

## Inside the Walls

A giant pop-up book ghost story for kids



*Photo Credit: Theresa O'Connor*

### CREDITS

Written & Performed by	Theresa O'Connor
Set & Puppets:	Theresa O'Connor
Sound Design:	J. David Franzke
Dramaturgy:	Dan Goronszy
Video Animation:	Kurt Breitenmoser
Audio & Video Technician:	Tom 'Billy' McKeand

### CONTACT DETAILS

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[www.saltandpoppettheatre.com](http://www.saltandpoppettheatre.com)

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*Photo Credit: Tom McKeand*

# Inside the Walls Marketing Pack

## From the Creators

Winner of BankSA Best Children's Event at Adelaide Fringe Festival 2019 Inside the Walls, A Giant Popup Book Ghost Story is a dark tale of spooky proportions that literally pops up from the page.

Prepare for unexpected surprises, scary shadows and shoes that walk themselves, as performer and puppeteer Theresa O'Connor combines pop-up books, puppetry and a ghost story into an exciting adventure. Add to the mix an exhilarating surround sound design by J David Franzke, intriguing video animation, spooky shadow puppetry and you've got an experience not to be missed.

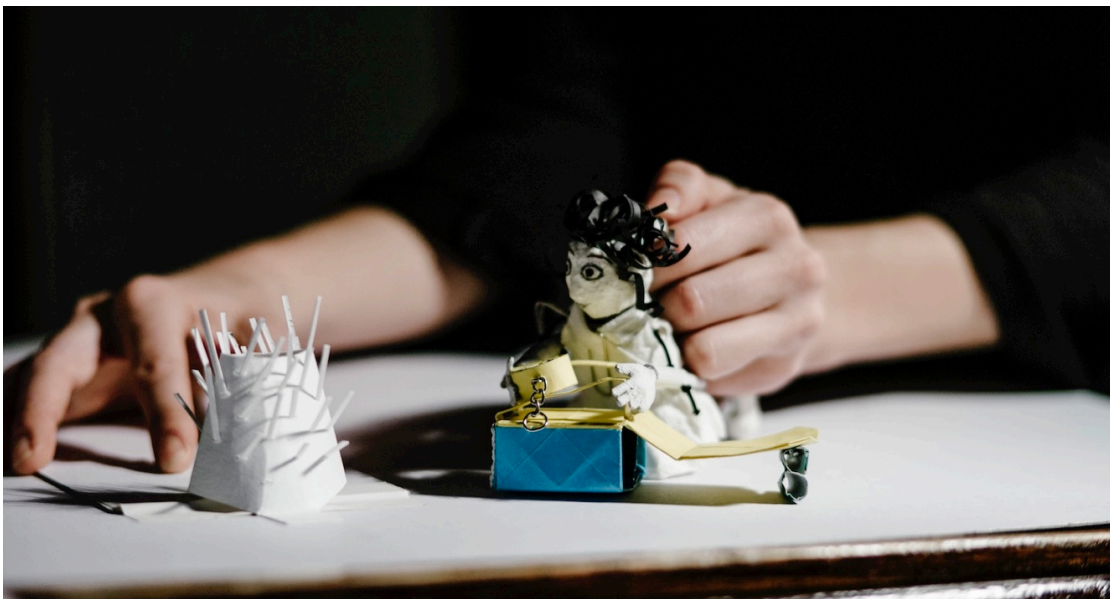
The performance includes a Q&A, and workshops are also available in either shadow puppetry or popup book techniques.

Inside the Walls begins with a classic setting where a family moves from the city to an old country home. As the parents unpack their belongings, the unsuspecting Izzy, Chief Isabelle of the Secret Adventure Squad finds an old shoe under the doorstep of her new home, and all manner of mysteries unfold!

Inside the Walls is a cinematic theatre experience designed for children to overcome their fears and further their imagination. The intricate design mixes the age-old art of popup books and storytelling with modern technology and trickery. Paper engineering, puppets, projection, videography, electronics, contraptions, shadow puppetry, magic and a surround sound; what more could be jam-packed into one little show. Are you ready for what's Inside the Walls?

Salt and Poppet Theatre is a bijou puppetry company based in Melbourne, Australia. We create seasoned puppet projects combining the construction and performance of puppets, in order to break down boundaries and peel open the envelope of ordinary life. Our work is daring and different, combining art forms to create new and exciting work for all ages.

Theresa O'Connor, Lead Artist at Salt and Poppet, originally created Inside the Walls during her Children's Literature Fellowship at the State Library of Victoria, with added assistance from Creative Victoria and Auspicious Arts Projects.



*Photo Credit: Giovanni C. Lorusso*

# Inside the Walls Marketing Pack

## Performance History

- State Library of Victoria, 3rd and 4th July 2015
- Melbourne Puppetry Festival, La Mama Theatre, 10th - 12th July 2015
- Melbourne Fringe Festival, Arts House North Melbourne Town Hall, 29th September - 3rd October 2015
- National Theatre, Melbourne, 5th - 8th July 2016
- Adelaide Fringe Festival, Tandanya Theatre, 18<sup>th</sup> February – 17<sup>th</sup> March 2017
- Adelaide Fringe Festival, Ukiyo at Gluttony, 8<sup>th</sup> – 17<sup>th</sup> March 2019

## Selling Points

- Award Winning Show
- A ghost story based on an old superstition\*
- Popup books and paper engineering
- Video animation and shadow puppetry
- Cinematic Theatre
- The young heroine, Chief Isabelle of the Secret Adventure Squad
- Suitable for family audiences
- Paper puppets and set design
- Performance and workshop package
- This show can stand-alone or be a great addition to Book or Children's Festivals.

\* The storyline is quite fascinating as it is based on a 19<sup>th</sup> century superstition, originating in the United Kingdom, of hiding a shoe from the youngest member of the family underneath the home in order to keep the family safe. Theresa O'Connor herself found one such shoe under her home in Tasmania.



*Photo Credit: Anne O'Connor*

# Inside the Walls Marketing Pack

## Age Limit and Running times

Age Limit: Recommended for ages 5 and up  
Performance Duration: 50 minutes + 10 minutes Q&A  
Workshop Duration: 60-90 minutes (negotiable)

## Target Audience

The primary audience market is children and their families, particularly the technical whiz kids out there. The biggest response from the audience is 'How did you do the ghostly things in the walls?' Spoiler Alert: Video Animation and Magnets!

The secondary market is artists and book lovers. The detail in the paper engineering of the set and puppets really appeals to people interested in craft. The question and answer at the end of the performance is a real winner. It opens up the world of puppetry, popup books and video animation showing them how possible it is for them to get involved.

## Workshops

Salt and Poppet lead puppet making and manipulation workshops for all ages. Puppet styles include shadow puppets, paper puppets, hand puppets, marionettes and tabletop puppets. Programs are tailored for the company, school or festival and often have a presentation or performance at the conclusion.

"Theresa was a pleasure to work with; she was professional at all times with both myself and the students, and her passion for puppetry was contagious! Our students thoroughly enjoyed both the excursion to the theatre and their workshop in school; some students even went home and made their own shadow puppets using the techniques Theresa had taught them."

- Natalie McCarl, Performing Arts Teacher, Pembroke Junior School

Workshops Designed to go hand in hand with Inside the Walls are Shadow Puppetry and Paper Engineering (think popup books). Please refer to Inside the Walls Technical Rider for details.



# Inside the Walls Marketing Pack

## Promotional Images and Video

There are a number of images you can view on our website and many more can be provided if requested.

<http://www.saltandpoppettheatre.com/inside-the-walls>

Inside the Walls promotional trailer is also available

<https://vimeo.com/303450186>

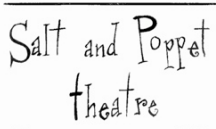
## Social Media

Facebook: [www.facebook.com/saltandpoppet](http://www.facebook.com/saltandpoppet)

Instagram: [www.instagram.com/saltandpoppet](http://www.instagram.com/saltandpoppet)

## Logos

For Logo Files contact Theresa O'Connor



**State Library  
of Victoria**

**CREATIVE VICTORIA**

**auspicious  
arts  
projects  
INC**

## Marketing Approval

Please seek approval from Theresa O'Connor before printing or publishing any materials for Inside the Walls performance or workshops. This is to ensure company style guides and any branding, sponsorship or partnership organisation guidelines are met.

Theresa O'Connor

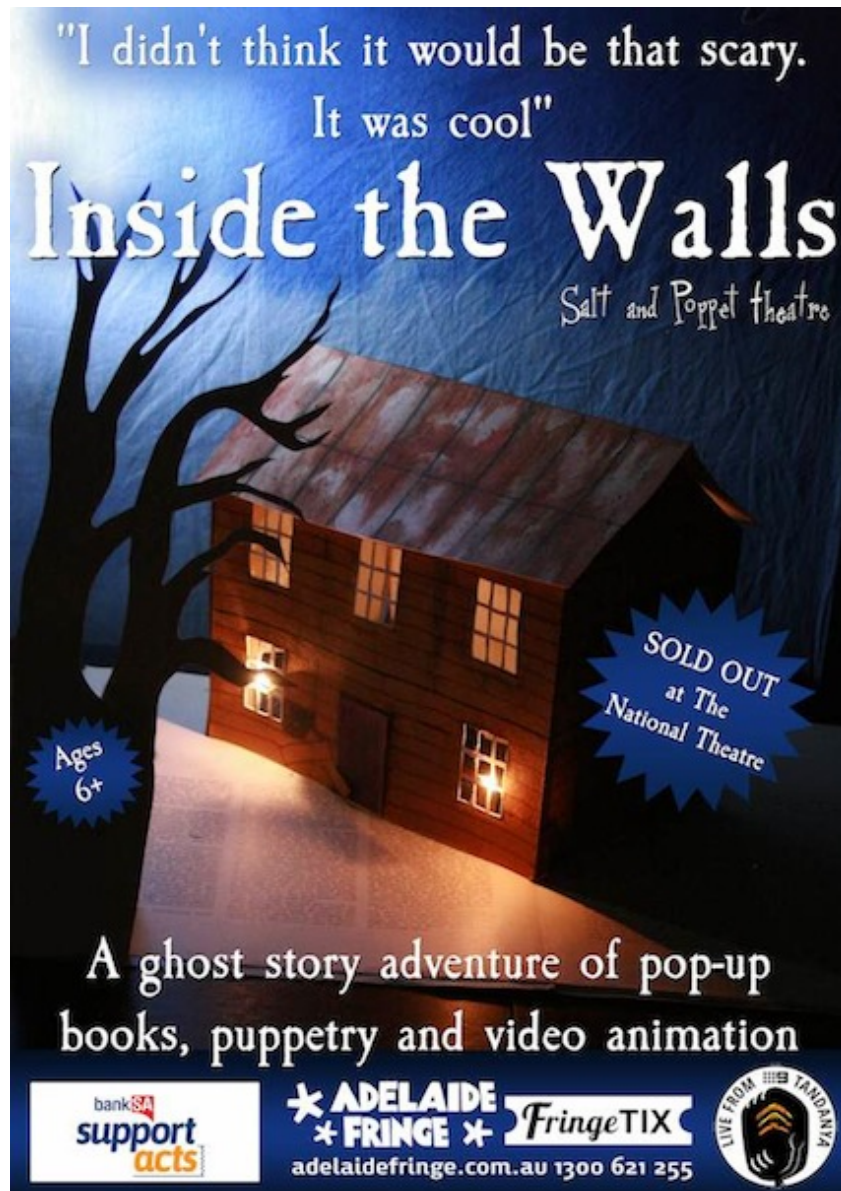
E: [saltandpoppet@gmail.com](mailto:saltandpoppet@gmail.com)

M: +61 409 971 241

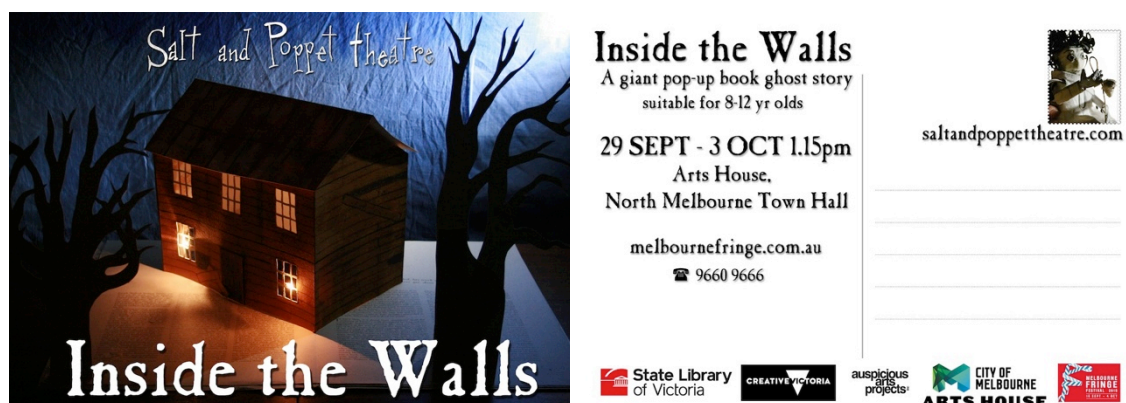


# Inside the Walls Marketing Pack

## Poster and Postcard



A3 Poster: Templates in Photoshop format can be provided



Postcard (front and back): Templates in Photoshop format can be provided

# Inside the Walls Marketing Pack

## MEDIA RELEASE

Salt and Poppet Theatre presents

## INSIDE THE WALLS

A Giant Popup Book Ghost Story for Kids



Winner of the BankSA Best Children's Event and sold out at The National Theatre in Melbourne *Inside the Walls* is a dark tale of spooky proportions! Prepare for unexpected surprises, scary shadows and shoes that walk themselves in a ghost story adventure combining pop-up books, puppetry and video animation.

The storyline is based on a 19<sup>th</sup> century superstition, originating in the United Kingdom, of hiding a child's shoe underneath the home to keep the family safe. And when the unsuspecting Izzy, Chief Isabelle of the Secret Adventure Squad finds an old shoe under the doorstep of her new home, all manner of mysteries unfold!

This cinematic theatre experience is designed for children to overcome their fears and further their imagination. The intricate design mixes the age-old art of popup books and storytelling with modern technology & trickery.

Paper engineering, puppets, projection, videography, electronics, contraptions, shadow puppetry, magic and a surround sound design; what more could be jam-packed into one little show! Are you ready for what's Inside the Walls?

"A wild and scary adventure. Full of mystery and intrigue and your kids will love it"  
Weekend Notes.

"Magical tale. Stunning imagery. Pure delight" Stage Whispers.

"A multi-talented and creative genius...down to every intricate detail." Donna and kids.

"I didn't think it would be that scary. It was cool" Matthew 10yrs.

<http://www.saltandpoppettheatre.com/inside-the-walls>

<https://vimeo.com/303450186>

**VENUE:** Ukiyo at Gluttony

Rymill Park / Mullawirraburka, Cnr East Terrace & Rundle Rd, Adelaide SA 5000

**WHEN:** Sat 9<sup>th</sup>, Sun 10<sup>th</sup>, Mon 11<sup>th</sup>, Sat 16<sup>th</sup>, Sun 17<sup>th</sup> March 11am

**PRICE:** Full \$19, Conc/Child \$15, Family \$56

**BOOKINGS:** <https://adelaidefringe.com.au/fringetix/inside-the-walls-a-giant-pop-up-book-ghost-story-af2019>

School Bookings available and watch out for Shadow Puppet Workshops around the city!



# Inside the Walls Marketing Pack

## Company Biographies

THERESA O'CONNOR is a Performer, Puppeteer and Theatre Maker with a bachelor degree in theatre and has also trained in physical theatre and puppetry across Australia and Europe.

As a puppeteer, Theresa has performed in the national tour of *Charlie and Lola's Best Bestest Play*, and *Charlie and Lola's Extremely New Play*, which also took her to Singapore and Hong Kong. She performed in Terrapin Puppet Theatre's Tasmanian schools tour of *You and Me and the Space Between*, and most recently toured across Queensland with Born in a Taxi's *The Whale's Tale*. She is a regular performer with roving puppets Baby Minmi Dinosaur and the Giant Bees for the Melbourne Museum and is a core puppeteer for Spare Parts Puppet Theatre's *String Symphony*.

Her award winning independent company Salt & Poppet Theatre creates puppet theatre works that are daring and different for both children and adults alike. Theresa has been a designer, maker and performer in numerous works including: *Lady Cara Bonita*, a hand carved marionette burlesque dancer; *The Sleeper and the Spindle*, a shadow puppet and stop motion work presented at MONA FOMA with Neil Gaiman; and *Passion.Little.And.Young (P.L.A.Y)*, a physical theatre piece which was the winner of the Flip Top Heart Festival. Her latest work *Inside the Walls*, A Giant Popup Book Ghost Story for kids has been performed across Australia most recently winning the Best Children's Event at the Adelaide Fringe Festival 2019.

Another component of Theresa's work is puppet making and manipulation workshops in shadow puppetry, paper puppets and Bunraku style puppetry for both children and adults working independently or with companies such as Dan Goronszy Arts and Trash Puppets.

<http://www.theresaconnor.com.au/>



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**J. DAVID FRANZKE** is a composer and sound designer living and working in Melbourne. His work has spanned film, theatre, visual art installations as well as the production of numerous albums, both as solo works and in collaboration with other composers and sound artists. He has worked with many of Australia's preeminent theatre directors, visual artists and composers and companies such as Polyglot Puppet Theatre, Stompin, and the Malthouse Theatre. He created *How to Feel a Cate Blanchett Portrait* for the National Portrait Gallery, Canberra, with David Rosetzky, and *Playing in Time* for the Melbourne Symphony Orchestra in collaboration with Corrections Victoria's Music from the Melbourne Assessment Prison. He produced and composed for the video installation *Static no. 11 (man running)* by Daniel Crooks, which won the Basil Sellers Sports/Arts Prize 2008. He composed the soundtrack to the films *X* for the 2011 Melbourne International Film Festival and *Acolytes*, directed by Jon Hewett, which premiered MIFF in 2008. He designed *Joyride* for the 2004 Melbourne Festival in collaboration with Jonathan Mills (Melbourne Festival Award Winner). David has been working and collaborating with Cologne-based composer Bernd Friedmann since 1996 on various album projects, to which he contributes compositions, soundscapes and atmospheric textures.

<http://j davidfranzke.com/>

## **KURT BREITENMOSER**

Video Animation

Kurt is a freelance Producer, Director and Editor. He trained at Cape Town Film and Television School in the early 90's and has been working in the film and television industry ever since. He has worked for Video Education Australasia, Erwin Films, Papparazzi Communications and more. He Produced, Directed and Edited the short film 'Colour Blind' to win Best Picture at Just Another film Festival. He is currently filming a TV pilot for a new children's puppet show, Monty's Quest.

<http://www.theloop.com.au/Brightmonster/portfolio>

## **DAN (DANIELLE) GORONSZY**

Dramaturge

Dan Goronszy creates unusual arts experiences that provoke big conversations about humanity and the world. She is a multi-disciplinary artist drawing on participatory installation, puppetry and physical theatre to connect with audiences who may not seek out the arts. With Sharyn Brand she has created *The Grand Caravan*, a purpose-built portable performance venue. Dan's iterative public interventions invite people to reveal themselves as seen in *The Launching Board*, *Fawknor* and *MoreArt* (2015) and *Darebin* (2016) and *Blood.Sex.Tears*. *Women Of The World* (2017), *Geelong After Dark* (2016), *La Mama* (2016). Recent work *The Care Taker Is In* deepens her development of intimacy between participant and performer, *Charles St* (2017), *Carlisle St* (2016), *Falls Festival Marion Bay* (2016/17).

[www.dangoronszy.com](http://www.dangoronszy.com)

## **TOM McKEAND**

Audio and Video Technician

Tom McKeand is a music technology, audio and computer specialist from London, England. Tom has worked on many large shows, some of which use his programming and custom electronics. These include: (West End) *Lazarus*, *Beautiful*, *Curious Incident of the Dog in the Night Time*, *Chaplin*, *Mrs Henderson Presents*, *Kinky Boots*, and *Elf*. (UK tour) *Ghost*, *Jersey Boys*, *Chitty Chitty Bang Bang*. (Events) London 2012 Olympics, Sochi 2014 Winter Olympics, Glasgow 2014 Commonwealth Games, Baku 2015 European Games, Captain America Civil War UK Premiere

Updated 30/10/19

# Inside the Walls Marketing Pack

## Accolades



BankSA Best Children's Event Award

<https://adelaidefringe.com.au/2019-banksa-fringe-award-winners>

## Reviews

★★★★ Jo Vabolis IN Daily 10<sup>th</sup> March 2019

"A work of whimsy and intrigue that is compelling and absolutely delightful"

<http://indai.ly/285271>

★★★★ Bianca Wordley 12<sup>th</sup> March 2019

"My eight-year-old loved the show and immediately came home wanting to make her own pop-up book and shadow puppet theatre."

<https://bigwordsblog.com/adelaide-fringe-2019-inside-the-walls/>

★★★ Carly Whittaker Highway: The Pop Chronicles 9<sup>th</sup> March 2019

"The wonderful, magical 'Inside the Walls, a ghost story escapade for children."

[https://hifiwaythepopchronicles.com/2019/03/10/inside-the-walls-a-giant-pop-up-book-ghost-story-ukiyo-at-gluttony-adelaide-9-3-2017/?fbclid=IwAR2SofNLYnb2sPFyAk9Jj55vuYiersM8j65uZynNnDjdn\\_BOSYujqxN5HEk](https://hifiwaythepopchronicles.com/2019/03/10/inside-the-walls-a-giant-pop-up-book-ghost-story-ukiyo-at-gluttony-adelaide-9-3-2017/?fbclid=IwAR2SofNLYnb2sPFyAk9Jj55vuYiersM8j65uZynNnDjdn_BOSYujqxN5HEk)

Play and Go 9<sup>th</sup> March 2019

<https://playandgo.com.au/index.php/inside-the-walls-a-giant-pop-up-book-ghost-story-adelaide-fringe-review-2019/>

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## Audience Comments

"Blew my mind!" - Ashleigh 10 years old

"I think that is the most specialist book in the world." - Penny 5yrs old

"I didn't think it would be that scary. It was cool." - Matthew, aged 10 years

"It was better than The Lion King." - Freya 7.5yrs old

"What a multi-talented and creative genius...down to every intricate detail. We absolutely loved it and think you're awesome!" - Donna and kids

"When are you making the sequel?" - Christopher 11yrs old

## Artist Interviews

<https://www.fest-mag.com/adelaide/kids/105141-interview-theresa-oconnor-inside-walls>

<https://adelaidefringe.com.au/adelaide-fringe-podcast>

Episode 7: Week 4 Award Winners 18:12 (min:sec)

## More Reviews

"A charming story book tale that comes to life using projection, puppetry and a clever handcrafted pop-up-book set."s

"A quiet, imaginative piece of theatre."

"The very young were engrossed in the imagination of it all while the older children were also impressed and curious by the craft and effects."

<http://playandgo.com.au/index.php/inside-walls-adelaide-fringe-review/>

"Certain to prick the imaginations of her predominantly young audience."

"This magical tale involving shoes and the fantasy life of a young girl allows for stunning imagery."

"The pure delight this story awakened in me."

<http://www.stagewhispers.com.au/reviews/inside-walls>

"A wild and scary adventure."

"Inside the Walls is a story that's full of mystery and intrigue and your kids will love it."

"A spectacular and spooky theatre production."

<http://www.weekendnotes.com/inside-the-walls-adelaide-fringe/>