

**THEATRE ROYAL**  
— STRATFORD EAST —

 **Birkbeck**  
UNIVERSITY OF LONDON  
**STRATFORD**

**MA**

# Creative Producing for Theatre and Live Performance

**Class of 2011**



# MA Creative Producing for Theatre and Live Performance 2011

Students experienced a wide range of professional training centred on practice-based exercises and issues, with extensive input from many experienced professional practitioners.

Andrew McKinnon (Birkbeck Senior Lecturer/ Programme Director) conducted a wide range of teaching sessions and classes on directly relevant subjects including funding strategies and planning.

Julius Green (Senior Producer, Bill Kenwright Ltd/ Birkbeck Honorary Research Fellow) led a considerable number of detailed and interactive classes on commercial production and on the realities of the contemporary producer's life and work, including sessions with investment consultant Philippe Carden, director Joe Harmston and designer Simon Scullion.

Student work has also included teaching sessions with Mary Caws, Karen Fisher, Ali Fellows, Alix Hearn, Kerry Michael, Jan Sharkey-Dodds and Charlotte Handel (Theatre Royal Stratford East); Chloe Dear (Iron Oxide); Jackie Elliman and Charlotte Jones (ITC); Tim Jones (motiroti); Katie Harper (SOLT/Stage One); Theresa Heskins (New Victoria Theatre); Jonathan Kennedy (TARA Arts); Laura Kriefman (Tristan Bates Theatre); Neil Laidlaw (commercial producer); and Tara Wilkinson (Paines Plough).

In addition a number of experienced freelance producers and practitioners took interactive sessions, including Rachel Feuchtwang, Lyn Gardner, Bill Gee, Jeremy Goldstein, Emma Haughton, Sarah Hickson, Chris Hill, James Norris, Simon Pittman, Karen Poley, Clare Shucksmith and Jenny Williams.

As a group, the students attended and discussed several performances:

- *Wicked* at the Apollo Victoria
- *Nina and Shaz* at the TARA studio
- *Reasons to be Cheerful*
- *Red Riding Hood* at Theatre Royal Stratford East
- *Penelope* at the Hampstead Theatre.

In addition, some students participated in the 'Devoted and Disgruntled' conference; some attended the understudy run of *When We Are Married* at the Garrick Theatre and the dress rehearsal of *The Mikado* at English National Opera; and some were guests of Bill Kenwright Ltd at the press night of *The Wizard of Oz* at the London Palladium.

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# Carolina Artegiani

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Carolina is currently an intern at the human rights theatre company iceandfire where she is taking on a series of administrative and marketing duties as assistant to the production team for the show *On the Record* (Arcola Theatre, July–August 2011), as well as to the General Manager in the daily operations of the company. As part of her internship, she is also production assistant for the show *Penny Dreadful's Etherdome* by Penny Dreadful Productions, which will open in Edinburgh (Assembly, George Square) and then tour the UK until November. At the same time she is working independently on developing her company WOH Ltd, of which she is founder member and producer: on this she is mentored by Sara Russet.

Since moving to London in 2008 Carolina's work has included assistant directing and stage management for a variety of companies at Tristan Bates Theatre, Old Red Lion and Above the Stag. She trained as an actor at Link Academy in Rome and gained a BA in Performing Arts from Link Campus University. As an emerging Creative Producer Carolina's main focus is on devised and verbatim theatre. With WOH Ltd she is also looking to produce new writing and to create artistic links between Italy and UK.

# Jessica Baker

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Jessica was born 1988 and raised near Ipswich, Suffolk, on the East Anglian coast, gained A levels at the Sixth Form College Colchester, and in 2007 went on to study at Brunel University, West London, attaining a BA Joint Honours in English and Music in 2010. She is a classically trained musician, her first instrument being the clarinet; she is also trained to play saxophone, and taught herself to play the piano. Whilst at Brunel she took on the role of producer and host of two radio shows (*Baker Drew a Unicorn* and *Audio Soup*) between 2008 and 2010 on the student-run 'Radio Brunel'.

In 2010, Jessica was awarded a place as a Hesse Student at the Aldeburgh International Music Festival and in 2011 was appointed 'Super Hesse', which involved heading up the student scheme during the festival and working with international and UK based students. This was followed by an internship at Aldeburgh Music, throughout the Snape Proms, focussed on marketing.

In April 2011, she gained a placement at the New Wolsey Theatre Ipswich working with all departments and again with a particular focus on marketing. Jessica is currently working as a freelance producer for the newly formed Constella Orchestra, which is made up of young and emerging talent with a particular focus on new compositions.

# Stephanos Constantinou

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Born and raised in Cyprus, Stefanos gained his BA in Advertising Management and Brand Management at Manchester Metropolitan University. During his studies there he was given an award for the 'best creative advertising work' from BBDO and Reading Room advertising agencies; and his project prepared for the Strategic Communication and Advertising Planning module was subsequently implemented by Beck's beer. He is a member of the Chartered Institute of Marketing (CIM)

Stephanos has been developing TV projects since the age of 16 and has worked as a TV Presenter, Radio Broadcaster and TV Producer on different stations in Cyprus. He was the only broadcaster for Live Aid in

Cyprus, with a 12 hours non-stop show. In 2005 he joined the Army and trained for the confidential information office. He was also the front face in the 2010 advertising campaign of the University of Nicosia. In 2010, Stefanos attended a Short Acting course at the University of the Arts, Central St Martin's.

He recently worked as an intern at XL Recordings, working for well known artists such as Adele and The XX. In 2011, Stefanos became the Head Producer of *YouStar Online*, the first online talent show in Cyprus. He has an excellent knowledge of Photoshop, Illustrator and InDesign, among other computer packages.

# Emanuela Craveri

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Emanuela graduated in 1999 in Humanities/ Arts and Performance Sciences at the Catholic University of Milan, Italy, with a thesis on Shakespearean cinema. She then undertook editorial and production duties with a number of Italian film, performing arts and media companies. Besides participating in various film shows and events in Milan, and collaborating for several years with Animanera Theatre Company, she worked as a promoter for Mikado Film and for Corte Sconta Dance Company; as an assistant producer for Ubu Film; and as a freelance assistant producer for the short film *Il Palombaro* (The Diver) by Riccardo Farina and Valentino Murgese. She was also editorial assistant for the TV magazine *Extreme* and freelance content provider for a number of websites before developing projects for Telecom Italia's web TV. She has extensive experience as an editor and translator.

In 2010, wanting to follow her passion for British Theatre, Emanuela relocated to London to take the Birkbeck MA in Creative Producing. She is particularly interested in Shakespeare and Classical Theatre and in the relationship between Theatre and Film. Recently she has also developed an interest in fringe and small-scale productions.

During her placement at the Royal Shakespeare Company, Emanuela has worked on several projects, mainly connected to the 2012 season and the World Shakespeare Festival. She is particularly grateful to the RSC and hopes to have the chance to co-operate with them again in the future. As a freelance producer, Emanuela is also developing a project on Shakespeare's *The Taming of the Shrew*, focussed on aspects of domestic violence in the play.

# Esther Fowler

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Esther is based in central London. She initially started out as a performer from a dance and physical theatre background, educated at Telford College and the London School of Physical Theatre. In 2009, she gained a BA (Hons) in Drama and Theatre Arts at Queen Margaret University, specialising in Arts and Cultural Management. Esther has a number of professional credits to her name, having produced theatre, live events and two short films (both screened at The Edinburgh Film House at the Edinburgh Film Festival).

More recently she has been working with Imagineate (an arts organisation that promotes and develops the performing arts for children and young people in Scotland) as Delegate Coordinator for the Bank of Scotland's Imagineate Children's Festival.

Her other projects have included Ditto, a performance for 8 year olds and up, for Imagineate's Artist in Residence Greg Sinclair, and she has provided producing and administration support to other Scottish theatre companies including Starcatchers and Frozen Charlotte. Esther is currently in the process of setting up her own company as well as continuing to work on film and theatre projects on a freelance basis as a producer and coordinator.

# Chrissy Jay

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Chrissy is currently working with Paines Plough as trainee producer. She line-produced *Wasted*, a new play by performance poet Kate Tempest (Paines Plough, Birmingham Repertory Theatre, Roundhouse production in association with NSDF and Latitude Festival). She has also assisted on *The 8th*, by Paul Heaton & Ché Walker with Manchester International Festival; and on the upcoming *Roundabout Season*, a co-production with Sheffield Theatres.

As assistant producer, Chrissy's credits include *Theatre Uncut* (Reclaim Ltd and Meeting Point Productions); eight short plays dramatising recent public funding cuts. She assisted with the London production at Southwark Playhouse and UK wide community participation events, with over 80 groups producing their own shows.

Chrissy joined Independent Opera at Sadler's Wells in 2007, where productions included *The Sofa and The Departure* (Maconchy) and *Pelléas et Mélisande* (Debussy) at the Lillian Baylis Theatre, Sadler's Wells, and concerts at the Wigmore Hall. She became Administrator

in 2009 and continues to manage the on-going Artist Support programme of fellowships, scholarships, concerts and events.

Chrissy studied BA (Hons) Jewellery Design and Silversmithing in Birmingham, and has worked across a wide range of both visual and performance arts. She worked with the City of London Festival on their programme of free outdoor events including jazz, world music, contemporary dance, street theatre and their education programme of schools projects; and she continues this association as freelance Events Manager. Other projects include a concert with the English Chamber Orchestra celebrating the V&A Jewellery Gallery opening and a concert at St James's Church, Piccadilly, with American a cappella group Penn Masala.

Chrissy has a particular interest in new writing, opera and contemporary dance, with a focus on supporting emerging artists. She is grateful for the support of an Independent Opera Producers Fellowship during her time on the MACP.

# Moira Marin

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Moira has currently created and is working on a multi-sensory event entitled *The Five Elements*. While presenting it as part of her final MA project, she is also aiming to produce it by late 2012. Her ambitious concept is to create and develop a more solid collaborative fusion of different visual and performance arts, in this specific case under her 'five themes' concept: earth, air, fire, water and love. Inspired by Ave Maria Behrendt's photographic and poetic works, Moira is due to film a short video directly in Inhaca, Mozambique, where the artist currently lives.

After graduating at Birkbeck in History of Modern Art and gaining an MBA certificate in business management studies, Moira has been Director of Moira Marin Finance and Business Management Limited since 2005 ([www.mmarin.com](http://www.mmarin.com)), dealing mainly with International and UK visual artist clients and gaining a strong ability to liaise at all levels of business, i.e. Contract Negotiation, Business Management (including Human Resources),

Financial Control (including business cost assessments) and staff evaluation skills. Her clients have included Claudio Silvestrin Architects, London; Kanye West, LA/NY; and Armani, Milan.

Moira was recently involved with fund raising for the Sciartmet conference ([www.sciartmet.com](http://www.sciartmet.com)). She has also been assisting Professor Mark Komissarov, the founder of a methodology for developing a new approach for visual information cognition ([www.randi.org](http://www.randi.org)), and she has collaborated with MJE Productions (Carol Winter) on the charity pantomime *Snow White and the Seven Designers* at the Garrick Theatre ([www.dementiauk.org](http://www.dementiauk.org)). Over the years, while establishing her entrepreneurial creative approach and business skills, she has also become increasingly interested in producing not only multi-sensory events but also multi-media experiences exploring how Visual Art can interconnect with Theatre and TV production.

# Chris Mellor

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Chris has been Artistic Director of the Cockpit Theatre, Harrow Arts Centre, and All Change; and has been a Strategic Cultural Advisor to His Majesty's Theatre Aberdeen, The Lemon Tree and the Blackpool Grand Theatre. He has worked as the Senior Arts Officer for the London Borough of Camden, as well as for the City of Aberdeen and Chorley, Lancashire as Cultural Services Manager.

Chris founded the Camden Theatre Consortium in 2009, a network of fourteen theatres which helps venues and emerging creative producers to work smarter in a recession, through a supporters' website and a rehearsal space time bank. He has pioneered the live stream broadcasting of fringe theatre and dance shows at [www.camdentheatres.com](http://www.camdentheatres.com) and has promoted joint digital theatre marketing through the Cultural Camden project with The Roundhouse, Hampstead Theatre and Central School of Drama.

Chris has had extensive experience as an independent producer in the fringe sector, and has produced *Monsieur Proust and his Stripper* at the Etcetera Theatre and *Making Allowances* at the New Diorama Theatre (a show based on the MP expenses scandal). He has also co-produced an online interactive role play *Mr Ex's Camden Players* with Coney, ([www.camdenplayers.co.uk](http://www.camdenplayers.co.uk)), *An Audience with Camille O'Sullivan* at the Shaw Theatre and a Kenneth Williams Weekend with actor David Benson.

Chris is Executive Producer for Chrysalis Theatre Company, who are running the 380-seater The Venue in Milton Keynes, and Creative Producer for the London Ballet Company. He is a trustee of the Actors Centre and has served on the board of the Duke's Theatre Lancaster and Voluntary Arts England/Scotland.

# Esther Nissard

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Initially from an international political affairs background, Esther has produced and directed several amateur theatre companies since 2003 in France alongside her studies.

After working in London in 2009 on several different productions (an Anglo-Irish musical *1916 The Musical!* by Sean Ferris, Jason Charles's play *Estranged* at The Courtyard and *Beyond Flesh and Blood* at the Tabard Theatre), she decided to come to London in 2010 to take her theatre career to a professional level by studying on the Creative Producer course at Birkbeck.

Esther has recently worked with Laura Krieffman on touring her Guerilla Dance Project Company. She is currently producing Laura Steven's play *The Firewatchers* due in November 2011 at the Old Red Lion, London; and is also working as Production Assistant for Daily Life Ltd led by internationally known artist Bobby Baker. In the future, she would like to set up her own café-theatre and produce new artists through an interdisciplinary platform.

# Jacqueline Steinmetz

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Jacqueline has an MA in Cultural Studies. From 1996 to 2001 she was a journalist and features writer for a major German television broadcaster. She has produced short features on the International Festival for Documentary and Animation and the A-Cappella Festival in Leipzig. In 2002, she moved to London and co-founded the Vertigo Film Club in Leytonstone – a cinema and exhibition space hosting poetry and performances. In 2004, she facilitated Ken Campbell theatre workshops and in 2006 was co-researcher for the short animation *Yours Truly* by film-maker Osbert Parker, (BAA Award 2005–2008).

Jacqueline then became Animation Co-ordinator at the National Film and Television School, where she researched, contracted and administered arts and media projects for graduate students including regular travels to national (Bristol, Bradford, Norwich) and international animation festivals (Utrecht,

Netherlands). There she also co-ordinated dance performances with projection at The Place – which included a piece directed and performed by Hofesh Shechter.

While studying on the MA Creative Producing she has produced and raised funds for an educational play and public debate *Amazing!* at Scoop Southbank with young people from disadvantaged social backgrounds age 13 – 16 (July 2010). In spring 2011 she became fundraiser and producer of Sanctuary Voices Chorus, a four-month music community project with asylum-seekers and East London choirs. In summer 2011 she was associate producer of guerrilla opera *The Secret Consul* at Limehouse Old Town Hall. Her future plans are to engage in more theatre producing, including an upcoming production of Berthold Brecht's *The Good Person of Szechuan*: and also to focus on a wider spectrum of cultural and educational project development.

# Ine Van Riet

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Ine graduated from the University of Kent with a BA in Drama and English and American Literature. She has lived in various parts of the world including Hong Kong, Belgium and Hungary. Ine has often worked with children hosting drama workshops as part of a summer camp programme at her school.

Her work with mainly multilingual children led to the production of three original plays and a musical as well as the short film *Kids United* in collaboration with the Central Film School (2011). The film reveals the ease with which a group of multilingual children can communicate with each other despite not having the same language in common. It has recently been submitted to a number of film festivals across Europe.

Before embarking on a producing career, Ine worked as a stage manager on productions of

plays and site-specific performances at university and as a Production Manager for a number of T:24 Drama shows including *The Resistible Rise of Arturo Ui* and *Elling*. She has recently gained a great deal of work experience at the Tristan Bates Theatre and Actors Centre, where her duties ranged from being Assistant Producer for the *Museum of Broken Relationships* and Seven Dials Festival (which included organising poetry, dance, puppetry, theatre and music performances as well as social events), to Project Manager of the regular Midnight Matinee (a scheme in which new work by emerging artists can be tried and tested in front of a sympathetic audience).

Ine has a passion for children's theatre, musical theatre, new/experimental work across disciplines and international collaboration in the arts.

# Our thanks

## **Many thanks to all our supporters in the industry.**

For their final projects, students worked with, or were seconded to, a very diverse range of professional companies. Birkbeck is very grateful to all the companies who have welcomed our students and given them such valuable experience and advice:

- Bobby Baker Ltd
- Camden Borough Council Arts Development
- iceandfire
- Independent Productions Ltd
- Paines Plough
- The Royal Shakespeare Company
- The Secret Consul Project
- Sigma TV Cyprus
- Snape Maltings
- Tristan Bates Theatre.

Particular thanks to:

- The Theatre Royal Stratford East
- Bill Kenwright Ltd
- Michael McCabe (Wicked)
- Jan Sharkey-Dodds (TRSE)
- Rob Swain (Birkbeck)
- Dr Fleur Rothschild (Birkbeck).

The Birkbeck MA in Creative Producing (MACP) prepares students for professional roles as creative producers in a wide variety of theatre and live performance events, including outdoor performance and street arts. It is

- practice-centred and practice-based;
- rooted in the present-day realities of the role of the professional creative producer;
- designed to appeal to a diverse range of potential students;
- based on current industrial practice;
- planned in consultation with a wide range of current practitioners.

The MACP works in conjunction with the Birkbeck MFA in Theatre Directing, [www.bbk.ac.uk/study/pg/theatrestudies/index.html](http://www.bbk.ac.uk/study/pg/theatrestudies/index.html)

The MACP has a regularly updated blog at <http://bbkcreativeproducing.blogspot.com>

For further details please contact Andrew McKinnon: [a.mckinnon@bbk.ac.uk](mailto:a.mckinnon@bbk.ac.uk)

The 2011–2012 session of the MACP began on 28 September 2011.

The information in this Yearbook was current in late August 2011. For updates and more information please contact students individually or get in touch with Andrew McKinnon at the above email address.

# About Birkbeck

Birkbeck is a world-class research and teaching institution, a vibrant centre of academic excellence and London's only specialist provider of evening higher education. We encourage applications from students without traditional qualifications and we have a wide range of programmes to suit every entry level. Our academic reputation also attracts many traditional full-time postgraduate students.

Over 90 per cent of Birkbeck academics are research-active – the highest rate for any multi-faculty institution in London and the fifth highest in the UK.

Birkbeck is recognised for providing the highest quality teaching that is informed by our outstanding research excellence. This is proven by our number one position in the UK's National Student Surveys\*.

19,000 students study with us every year. They join a community that is as diverse and cosmopolitan as London's population.

Birkbeck's MA in Creative Producing is operated in association with the Theatre Royal Stratford East

**[www.stratfordeast.com](http://www.stratfordeast.com)**

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