

## Marketing Kit Summary

### HER SOUND, HER STORY - MUSIC OF REMARKABLE WOMEN

Please access the [Dropbox folder](#) for more materials, such as media releases, images, videos, and other content related to the show.

CONTACTS	
<b>Marketing Contact</b>	Stephanie Nicholls stephanie@mirabiliscollective.com 0419 865 595
<b>Marketing Materials Contact</b>	Julia Nicholls julianichollsmusic@gmail.com 0419 725 634
<b>Tour Coordination Contact</b>	Tresna Stampalia tresna@mirabiliscollective.com 0417 992 990
<p>All marketing and media enquiries must be directed to Mirabilis Collective unless otherwise arranged.</p> <p>All marketing materials not supplied by Mirabilis Collective require approval before being published or sent to print. This includes print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, email).</p> <p>Approvals should be sent to the marketing contact listed above. Please allow a 72-hour turnaround on all approvals.</p>	

PERFORMANCE AND COMPANY INFORMATION	
<b>Performance Title</b>	<i>Her Sound, Her Story — Music of Remarkable Women</i>
<b>Company</b>	Mirabilis Collective
<b>Producer</b>	Mirabilis Collective
<b>Artistic Director</b>	Stephanie Nicholls
<b>Cast</b>	Lucinda Nicholls ~ soprano Tresna Stampalia ~ flute Julia Nicholls ~ violin Elena Wittkuhn ~ cello Stephanie Nicholls ~ piano/oboe Ellen Ebbs ~ narrator
<b>Production Manager</b>	Georgina Harper

<b>Presentation Line &amp; Billing</b>	[Your venue] presents Mirabilis Collective live in concert: <i>Her Sound, Her Story — Music of Remarkable Women</i>
<b>Artform</b>	Music
<b>Content Warnings</b>	None — <i>Her Sound, Her Story</i> is suitable for all ages
<b>Running Time</b>	<b>Option A:</b> 75-minute continuous performance. No interval. <b>Option B:</b> 90-minute performance with a 20-minute interval: This allows for an extended program with a short break for the audience to refresh and reflect. It allows for a wider range of repertoire and deeper exploration of the stories behind the women and their music.
<b>Audience Recommendation</b>	Adults, particularly women, music lovers, families, students and educators, community groups that value diversity, inclusivity, and cultural enrichment, people with an interest in the historical contributions of women, anyone seeking connection and inspiration.
<b>Show themes</b>	1. Empowerment and Equality <i>Her Sound, Her Story</i> celebrates the resilience and creativity of female composers and songwriters who have historically been underrepresented in the music industry. The concert aims to empower women by showcasing their extraordinary contributions and advocating for gender equality in the arts.
	2. Overcoming Adversity Many of the women featured in <i>Her Sound, Her Story</i> faced significant challenges and barriers in pursuing their artistic dreams, including discrimination, societal expectations, and limited opportunities. The concert highlights their determination and strength in overcoming these obstacles and creating powerful, lasting works of art.
	3. Diversity and Representation <i>Her Sound, Her Story</i> showcases a diverse range of female composers and songwriters from different eras, genres, and cultural backgrounds. By presenting such a wide variety of musical voices, the concert celebrates the richness and depth of women's artistic expression and emphasises the importance of representation in the arts.
	4. Emotional Resonance and Storytelling The compositions featured in <i>Her Sound, Her Story</i> are not only musically stunning but also deeply emotional and personal. Each piece tells a unique story, offering a glimpse into the lives, experiences, and hearts of the women who created them. The concert invites audiences to connect with these stories on a profound level and to be moved by the power of music to express the human experience.
	5. Legacy and Inspiration <i>Her Sound, Her Story</i> pays tribute to the enduring legacy of female composers and songwriters throughout history. By bringing their music to life and sharing their stories, the concert ensures that their contributions will be remembered and celebrated for generations to come. It also serves as an inspiration for aspiring female musicians, encouraging them to pursue their passions and make their own mark on the musical landscape.

## SYNOPSIS & SHOW MARKETING COPY

### Marketing By-line

A concert celebration of women who changed music forever.

### Synopsis

*Her Sound, Her Story* is a spellbinding musical journey that celebrates the extraordinary contributions of women composers and songwriters across centuries and genres. This innovative chamber music performance by Mirabilis Collective brings to life a rich tapestry of music, from the Baroque elegance of Barbara Strozzi to the contemporary brilliance of Elena Kats-Chernin, and the iconic sounds of Dolly Parton, Joni Mitchell, and Kate Bush.

The all-female ensemble of Mirabilis Collective breathes new life into these diverse works, weaving together classical masterpieces, reimagined pop hits, and newly commissioned pieces by Western Australian artists. Through their performances and thoughtful narration, the musicians showcase the music and illuminate the lives, struggles, and triumphs of the remarkable women behind each composition.

What sets *Her Sound, Her Story* apart is its unique blend of musical excellence and storytelling. The concert goes beyond a typical chamber music performance by intertwining historical context, personal anecdotes, and contemporary relevance, creating a deeply engaging and emotionally resonant experience. The innovative arrangements and eclectic programming introduce audiences to hidden musical treasures while offering fresh perspectives on familiar tunes.

This concert is a must-see for anyone who appreciates great music, regardless of their preferred genre. It's an eye-opening celebration of women's artistic brilliance that will inspire, educate, and entertain. Whether you're a classical music aficionado, a pop music fan, or simply curious about the often-overlooked contributions of women to our musical heritage, *Her Sound, Her Story* offers a unique and unforgettable journey through the landscape of women's musical genius.

### Short Marketing Description

*Her Sound, Her Story: Music of Remarkable Women.* From Baroque trailblazers to contemporary groundbreakers, this concert showcases the voices, stories, and resilience of female composers and songwriters who have shaped music history. Mirabilis Collective, an all-female ensemble, brings their musical legacies to life, offering a powerful and inspiring glimpse into the creativity and shared humanity of women through the ages. Experience an unforgettable evening that will move, uplift, and empower.

### Long Marketing Description

*Her Sound, Her Story* is a groundbreaking concert that celebrates the extraordinary contributions of women composers and songwriters throughout history. Presented by Mirabilis Collective, an all-female ensemble of outstanding musicians, this unique performance weaves together an eclectic tapestry of musical works spanning centuries and genres, from Baroque masterpieces to contemporary Australian compositions.

More than just a musical showcase, *Her Sound, Her Story* is a journey into the lives, struggles, and triumphs of remarkable women who created timeless works. Through evocative storytelling and insightful commentary, the performers bring each piece to life, revealing the fascinating stories behind the music.

As the concert unfolds, you'll be transported from 18th-century European salons to modern-day Australia, discovering trailblazers like Clara Schumann and Barbara Strozzi, and contemporary innovators like Kate Bush and Missy Higgins. Their music and stories come alive on stage, connecting us with their creative visions and celebrating music's power to inspire and unite across generations and cultures.

Don't miss this unique blend of live music, storytelling, and historical insight. Join Mirabilis Collective for an unforgettable evening that will leave you inspired and empowered by women's incredible musical legacy. *Her Sound, Her Story* promises to be both entertaining and enriching for music lovers of all ages.

## REVIEWS

"...Mirabilis Collective soprano Lucinda Nicholls' warm poppy vowels transformed by crystalline diction and her ethereal tone marks her as one of the brightest young prospects in Perth music." — David Cusworth, [The West Australian](#)

"...The ensemble's innovative arrangements featured cello soundboard percussion and violin pizzicato... fragments from woodwind suddenly opened out with expression...before piano chimed in to swell the theme towards a sudden surprising cadence." — David Cusworth, [The West Australian](#)

"Stephanie Nicholls has one of the creamiest oboe sounds you are likely to hear." — Rosalind Appleby, [Seesaw Magazine](#)

"...Tresna Stampalia (flute) played with most musical phrasing and beguiling tone quality." Neville Cohn, [The West Australian](#)

[Click here](#) for more reviews, testimonials, and feedback about the show.

## MARKETING ASSETS & COLLATERAL

<b>Artwork</b>	<a href="#">A3 Poster</a> (with space for your venue's details in PDF & PNG) <a href="#">A3 Poster - Composers Listed</a> (PDF & PNG) <a href="#">Flyer</a> (PDF & PNG) <a href="#">Web Banner</a> (for use as Facebook/web header)
<b>Images</b>	<a href="#">Click here</a> In Concert: Please credit Tallulah Chong Photography @tallulahchong Promo: Please credit Artshoot Media @artshoot_media
<b>Social Media Tiles</b>	<a href="#">Click here</a>
<b>Videos</b>	Downloadable 20 sec & 30 sec promo <a href="#">Click here</a> <a href="#">Youtube 30 sec promo</a> <a href="#">Youtube 20 sec promo</a>

## WEBSITE & SOCIAL MEDIA

<b>Website</b>	<a href="http://mirabiliscollective.com">mirabiliscollective.com</a>
<b>Facebook</b>	<a href="#">@mirabiliscollective</a>
<b>Instagram</b>	<a href="#">@mirabiliscollective</a>
<b>YouTube</b>	<a href="#">@MirabilisCollective</a>
<b>Hashtags</b>	#HerSoundHerStory #MirabilisCollective #RemarkableWomen #WomenInMusic #AustralianMusic #LiveMusic #WAMusic

LOGOS & ACKNOWLEDGEMENTS	
Logos	<p><u><a href="#">The following logos can be found here:</a></u></p> <ol style="list-style-type: none"> <li>1. Mirabilis Collective</li> <li>2. <i>Her Sound, Her Story</i> title</li> <li>3. Intergenerational Women</li> </ol>
<p>Logos 1 and 2 <b>MUST</b> be included on <b>ALL</b> advertising and promotional material associated with the tour and performances of <i>Her Sound, Her Story</i> unless explicitly agreed otherwise, including, but not limited to: season brochures, flyers, posters, advertisements, media releases, promotional videos, web pages and programs.</p>	

OTHER RESOURCES	
Company Profile & Cast Biography	<u><a href="#">Click here</a></u>
Media Release	<u><a href="#">Click here</a></u>
Reviews and Testimonials	<u><a href="#">Click here</a></u>
Education Outreach Brochure	<u><a href="#">Click here</a></u>
Post Show Survey	<p><u><a href="https://bit.ly/HerSoundHerStoryPostShowSurvey">bit.ly/HerSoundHerStoryPostShowSurvey</a></u>            Please distribute this survey at the end of your show.  <u><a href="#">Poster with QR Code to Survey</a></u></p>