



MARKETING PACK

CONTACTS:

Marketing Contacts:

- Executive Producer: Valery Niazov - symphonya12@gmail.com
- Marketing Director: Alister Walters – alister.h.walters@gmail.com
- Assistant Producer & Media contact: John Beaton – pharlap@inet.net.au

Background information:

A Tree We Grew Project is based on involving regional performing artists in collaborative production on a show that will have two parts as per example of our current negotiation with the Albany performing arts community.

Performance and Company Information

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| Performance title | A Tree We Grew Project |
| Company | WA Performing Arts Collective |
| Producers | Valery Niazov, Robyn Cooper, Mark Whitehouse, Mykola Mowczan |
| Scriptwriters | Valery Niazov & Ivan Tarakanov |
| Director & Choreographers | Ivan Tarakanov & Sym Parr |
| Composer | Valery Niazov |
| Cast: Principal Dancers (the former Principal Dancers of WA Ballet and other world-famous dance companies) | Claire Voss, Christian Luck, Sergey Pevnev, Ivan Tarakanov, Sarah Hepburn |
| A Tree We Grew ballet dancers in the supporting group roles: | - 12 dancers (WAAPA & other Perth dance schools) + 6 dancers from Albany Contemporary Dance school |
| Theatre & Music Performers in the 1 st part of the show | - Albany Light Opera and Drama Theatre - Albany Contemporary Dance school - Albany Sinfonia orchestra |
| Audio Visual Designer | Valery Niazov & Ivan Tarakanov |
| Sound Designer | Mark Whitehouse |
| Administration and Accounting Manager | Robyn Cooper |
| Stage Managers | Tania Shillington and Mykola Mowczan |
| Artform | Ballet (modern and classical) |
| Running time | 1 hour 30 minutes |
| Audience Recommendation | Families, students, children, adults, theatre and cinema audience, regional audience, lovers of Australian stories. |
| Show themes | <ol style="list-style-type: none">1. Love during dark historical times. Set in Australia during the WW2, the ballet tells a story of love between two ordinary people during dark times. In their final embrace the principal characters form the shape of a tree as a symbol of a prevailing power of life and love.2. Festival of modern dance, symphonic music and light comedy presented by Albany Sinfonia, Albany Light Opera and Drama theatre, Albany Modern Dance schools. |

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| Synopsis & Show Copy |
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| Marketing By-line |
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| A striking collaboration between Perth and Albany based performing artists presents A Tree We Grew Project, a show celebrating music and dance. The evening features former principal dancers of the world-famous dance companies, WA Ballet, Albany Modern Dance schools, Albany Light Opera and Drama theatre and Albany Sinfonia (Symphony Orchestra). |
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| Short Description |
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| 'An Award Nominated 'ballet set in Australian during WW2. |
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| A rich variety of performances by Albany Modern Dance schools, Albany Light Opera and Drama theatre and Albany Sinfonia (Symphony Orchestra). The show celebrates music and dance featuring the former principal dancers of world-famous dance companies and WA Ballet, Albany Modern Dance schools, Albany Light Opera and Drama theatre and Albany Sinfonia (Symphony Orchestra). |
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| Long Description |
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| A striking collaboration between Perth and Albany based performing artists presents A Tree We Grew show celebrating music and dance. |
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| Performed by the former principal dancers of world-famous ballet companies and the WA ballet, nominated for the APRA, AMCOS and Australian Music Centre Music Arts Award for the best dramatic work category, A Tree We Grew ballet uses modern and classical dance, multimedia and sound art. The performance explores themes of fragility of individual happiness, to tell a story of resilience and the power of love between two ordinary Australian people. In their final dance the principal characters form a shape of a tree as a symbol of the prevailing power of love and life. |
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| The second part of the show celebrates the joy of music and dance performed by the Albany Modern Dance schools, Albany Light Opera and Drama theatre and Albany Sinfonia (Symphony Orchestra). |
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| Reviews of A Tree We Grew ballet |
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| <i>Universal in its appeal with a thoughtful Australian storyline. I believe that it is a high-quality performance, which audiences in regional WA should have the opportunity to attend. I know that they will be moved, as we were.</i> - Tania Chambers, OAM, Vice-President and Council Member of Screen Producers Australia and Board Member/Non-Executive Director of Perth International Arts Festival (PIAF), a Member of the WA Screen Industry Diversity Leadership Group and formerly a Member of Screen Australia's Gender Matters Taskforce. |
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| <i>"Outstanding and such a high quality and full of meaning production."</i> - Peter Albetz, WA State Director of Australian Christian Lobby |
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| <i>"Excellent, emotional, engaging and beautifully interpreted. What a stunning show"</i> - Dr Leon Levitt |
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| <i>"Conceptually, the love story was moving and well executed with evocative and clear choreography. The original music did justice to the story that you were telling every step of the way, majestically carrying the story through love and loss due to a war time parting,</i> |
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softening again to do justice reuniting of the couple at the end.” – Dr Sara Rossetti, Rossetti Screenplays

“Breathtaking composition, profound and enchanting dimensions weaving tapestry of emotions and elevating the entire experience. Bravo, magnificent achievement.”- Barrister, Mark Werman.

Note: A Tree We Grew ballet premiered on 5 October at a sold-out show at John Inverarity Music and Drama Centre and received a long-standing ovation by 350-member audience with the feedback as “utterly beautiful, profoundly moving and meaningful.” The ballet was recently nominated for the 2024 APRA AMCOS AMC Arts Music Award as the Best Dramatic Work.

Marketing Assets & Collateral

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| Artwork | <ol style="list-style-type: none"> 1. A3 Poster (with space for the venue’s details in PDF & PNG) 2. Flyers 3. Web graphic - for use as Facebook/project website, 4. Display billboards - approximately 7 at Albany Malls |
| Social media & regional media | <ul style="list-style-type: none"> - Using emails & social media (Facebook, Instagram, hashtags) of our supporters and stakeholders (e.g. Albany Symphony orchestra, Light Opera and Drama Theatre, Albany Modern Dance schools, Albany Performing Arts Centre, City of Albany, Vancouver Arts Centre, WA Ballet Teachers Association, dancers of the WA Ballet Teacher Association, Sergey Pevnev Ballet Academy and Ballet schools involved in the production). - Local newspapers and radio (interviews, promos etc.) |
| Video – 1 minute promo | https://youtu.be/QGdw7zVFLZI |
| Company Profile & Cast Biography | https://wapac.com.au/ Please see full details in Technical Specification – A Tree We Grew |
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