

Marketing Pack for 'Shadow Boxing'

Contact: Teresa Izzard, Artistic Director and Creative Producer

0416530079 | teresaizzard@gmail.com



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CREATIVE TEAM / CAST BILLING

'Shadow Boxing' by James Gaddas

Featuring **Samuel Addison** as Flynn

Production Team:

Producer / Director / Movement Coach: Teresa Izzard

Associate Producer / Designer / Photography and Graphic Design: Samuel Addison

Dramaturg / Vocal Performance Coach / LGBTIQA+ Advisor: Donald Woodburn

Composition / Sound Design: Bec Price

Publicist: Tracy Routledge

Production Photography: James Dove

Boxing Coaching by Jack Becker MMA, James Blair and the team at Endorphin Boxing

This production is licensed by Patrick Hambleton Management

Sponsored by **Orbit Fitness**

SYNOPSIS / SUMMARY

<i>Marketing byline</i>	'Shadow Boxing' by James Gaddas is a challenging solo work that explores identity, through examining masculinities, violence, sexuality and vulnerability.
<i>Short description</i>	'Shadow Boxing' by James Gaddas is a challenging solo work that explores identity, through examining masculinities, violence, sexuality and vulnerability. We meet Flynn late one night, once he has made the courageous decision to take back the respect society ripped from him after he was brutally outed. Performer Samuel Addison embodies 15 characters, as he shares why Flynn made this decision on his journey to accepting his gay identity within the hypermasculine world of men's sport.
<i>Long description</i>	<p>EXPLORE THE MASCULINITY, VIOLENCE, SEXUALITY AND VULNERABILITY OF THE BOXING RING!</p> <p>'Shadow Boxing' by James Gaddas is a challenging solo work that explores identity, through examining masculinities, violence, sexuality and vulnerability. It looks at how human beings are subject to their own fights, both inside and outside of the ring. We meet Flynn late one night, once he has made the courageous decision to take back the respect society ripped from him after he was brutally outed.</p> <p>With minimal props and set performer Samuel Addison embodies 15 characters, as he shares why Flynn made this decision on his journey to accepting his gay identity within the hypermasculine world of men's sport. We see him demand the respect he deserves back. The character Flynn allows us to delve into the paradoxical nature of humanity. A paradox Gaddas distils through the metaphor of hands: which can be used to create, hold and caress, or to beat, pound and destroy.</p>

	‘Shadow Boxing’ features a dynamic performance that will exhilarate you and offers a ringside seat to a young man’s fight for respect, through its exploration of ‘othering’ and inclusion. Ultimately empowering, ‘Shadow Boxing’ is a physical, emotional and intellectual roller coaster ride for the body and soul that will leave you breathless.
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MARKETING ASSETS AND COLLATEROL

<p><i>This Dropbox folder* contains the following items that can be customised for your venue.</i></p> <p><i>*If having issues accessing, please try in another browser such as Firefox, or try clearing your cache. Many thanks.</i></p>	<p>https://www.dropbox.com/scl/fo/5pl7788xz6g8xe0gnim7g/AG4GHZBViewDkEntJkh7nuy8?rlkey=3jc06qwj9zyyx0xazibmr7doo&st=y0w75ar6&dl=0</p> <p>Marketing Collateral</p> <ul style="list-style-type: none"> ▪ Hero Image ▪ Media Release Template ▪ Sample Poster ▪ Sample Flyer <p>Production Photography (Images by James Dove)</p> <p>Mandatory Acknowledgments / Logos</p> <ul style="list-style-type: none"> ▪ Feet First Collective ▪ Award Laurels ▪ Orbit Fitness <p>Social Media</p> <ul style="list-style-type: none"> ▪ Sample Social Media Images / Tiles ▪ Sample Social Media Copy <p>Other Resources</p> <ul style="list-style-type: none"> ▪ Media Quotes / Reviews ▪ Audience Feedback ▪ Company Biographies ▪ ‘Shadow Boxing’ one pager ▪ Feet First Collective 2024 – Company Overview <p>Archival Footage (for reference only)</p>
Promotional Video	https://vimeo.com/932409475
Social Media	https://www.facebook.com/FeetFirstCollective https://www.instagram.com/feetfirstcollective/
Hashtags	#shadowboxing #feetfirstcollective #theatre #boxing #boxingtraining #boxinglife #boxinggym #boxinggloves #boxingcoach #boxingislife #boxingring #lgbtqia #lgbtcommunity #lgbtsupport #lgbtrights #lgbtequality #lgbtartist #independenttheatre #supportthearts #theatrematters #gayperth #fringeworld #fringeworldperth #perth #fringe #perthisok #perthhappenings #fringetheatre #perthfringe #gaymen

ESSENTIAL INFORMATION

Running Time	55mins (no interval)
Target Audience	<p>The target audience we are focussing on includes; the 16–29-year-old demographic, those who identify as LGBTQIA+, people interested in socio-political debate, young men’s groups, those interested in contemporary and physical theatre, audiences interested in inclusion, boxing and sport.</p> <p>We believe that it would create a potent container for conversations around the key themes in outer metro and regional WA.</p>

	Overall, it is a show for audience members who like being challenged and engrossed by a physically impressive performance that sees Samuel Addison embody 15 characters whilst telling Flynn's story.
<i>Themes</i>	<p>'Shadow Boxing' connects with audiences due to powerful messages about its key themes of personal identity, masculinities and inclusion. The show's accessible, intimate nature offers the potential to start important conversations.</p> <p>In a time of culture wars, our LGBTQIA+ advisor Donald Woodburn believes the play is important for both straight and LGBTQIA+ audiences. Spotting 'othering' is important and relevant right now in combating the rise of anti-inclusive rhetoric, and with major sporting bodies dealing with these issues directly it feels timely.</p> <p>Our ADHD performer Samuel is a strong advocate for this play's humanity. His experience with neurodiversity aligns him strongly to issues of exclusion. He provides an empathetic conduit for these conversations.</p> <p>'Shadow Boxing' punches way beyond the ring and will impact communities provoking conversations about tolerance, inclusion and the kind of world we can create together.</p>
<i>Art Form</i>	Theatre, Physical Theatre
<i>Content Warnings</i>	<p>PG</p> <p>Coarse language, sexual references, strong themes, simulated images / depictions of violence and sexual acts</p>
<i>Unique Selling Points</i>	As mentioned in our reviews, Samuel Addison gives his emotional all to this role, and he essentially doesn't stop moving for 55 minutes. It is such a physical piece that he can only do one show per 24 hours! Even as only an audience member, you'll feel like you've had a work out! However, we're excited to engage with the communities in other ways between shows.
<i>Fun Facts or FAQs</i>	Even though 'Shadow Boxing' was written by an English playwright James Gaddas, he actually wrote it whilst living in Australia in 1989. He was commissioned to write it by Australian actor David Field, whose father was a boxer. Field premiered 'Shadow Boxing' at The Stables Theatre in Darlinghurst, Sydney in January 1994 and that production was the WA premiere later that year at PICA. According to AusStage, there was also another production the following year at the WA Actors Centre in Mount Lawley. After twenty years, despite other productions nationally and internationally, ours is the only production to have been mounted in WA since.