

MARKETING KIT

SAMPLE ONLY (To be updated)

Adult Show

CONFESSIONS OF A MAGICIAN

Children Shows

ENCHANTMENTS

WACKY MAGIC & MAD SCIENCE

Produced by Pierre Ulric - Mysteries

1. About the Shows

'Confessions of a Magician' is a spellbinding and original hour long act guaranteed to intrigue and delight, delivered by an award winning West Australian magician.

This show is original in that it is not the standard linear exhibition of magic 'tricks', and uses original narrative plot and theatrical vignettes to showcase mysterious and amazing effects, while spectators learn more about the strange, and at time hilarious, world of magic and illusion.

Gobsmacking magic, audience participation, psychological ploys, music, laughter and amazement are all part of the show. This show was awarded a 'Best Magic Weekly Award' at Adelaide Fringe 2018.

'Confessions of a Magician' was developed for the Fringe festival circuit in 2018. Five (5) representations of the show were given at Perth Fringe World in Feb 2018. Five (5) representations of the show were given at Adelaide Fringe Festival in February 2018.

Also offered is a fun, dynamic and wacky children magic and science show entitled **'Wacky Magic & Mad Science'**. This can be produced stand alone or in conjunction with the adult show.

This sci-fi themed show incorporates story telling, visual illusions, strong moments of magic, educational science, modern clowning, physical comedy and fun interactive routines involving young assistants from the audience.

'Wacky Magic & Mad Science' was also developed for the Fringe festival circuit in 2018 & 2019.

2. Marketing Strategy

All shows have already gone through a production cycle, marketing material which can be easily updated for the presenter(s) has already been developed.

Prior to arrival, the team will closely work with presenters to develop a number of personalised marketing and community engagement strategies for each venue (i.e. social media [develop a tour hashtag], radio, print, direct mail) and engage with key groups in each town (e.g. community groups, social clubs, schools and libraries) who are interested in the project, with the support of Presenters and community leaders.

3. Marketing Information

As both shows have already gone through a production cycle, marketing material which can be easily updated for the presenter(s) has already been developed. It is available in the following DropBox folder:

<https://www.dropbox.com/sh/58c5wp9b6rvrl91/AAASsyJfNCPabga1vclLF3Ka?dl=0>

Prior to arrival, the team will closely work with presenters to develop a number of personalised marketing and community engagement strategies for each venue (i.e. social media [develop a tour hashtag], radio, print, direct mail) and engage with key groups in each town (e.g. community groups, social clubs, schools and libraries) who are interested in the project, with the support of Presenters and community leaders.

3.1 CONFESSIONS OF A MAGICIAN

i. Billing

[Venue name] PRESENTS

Confessions of A Magician

Magicians have always been hiding secrets... It's time for this one to confess.

Made by Pierre Ulric Mysteries

ii. Artist Credits

Director/Writer: Pierre Ulric

Stage Manager: Nemo Gandossini-Poirier

Cast: Pierre Ulric

Lighting Design: Nemo Gandossini-Poirier

iii. Short Copy

Magicians have always been hiding secrets... It's time for this one to confess. Why is he doing it, and what is there to tell? Get ready to have your mind blown.

iv. Long Copy

Magicians have always been hiding secrets... It's time for this one to confess. Why is he doing it, and what is there to tell?

Can you keep a secret? Get ready to have your mind blown... metaphorically speaking of course!

An award winning magician shares his deepest and most absurd revelations in a candid and thought-provoking account.

Gobsmacking magic, audience participation, psychological ploys, music, laughter and amazement are all part of the show. Some novel and original effects never before witnessed live will be showcased, while spectators learn more about the strange, and at time hilarious, world of magic and illusion.

v. Highlights, Quotes & Reviews

- SOLD OUT shows at Fringe World 2016, 2017 & 2018
- "Pierre Ulric is a master at his craft" - ★★★★★½ - The Australia Times
- "One hell of a show" - ★★★★★½ - The Fourth Wall
- "One beautifully enigmatic extravaganza" - Beat Magazine Melbourne

vi. Video Trailer

Available on DropBox here (from 30.05.2019):

<https://www.dropbox.com/sh/h4qtuu9ajj9iqoh/AABx1VxAPI7puFpGv8CfioC6a?dl=0>

3.2 Wacky Magic & Mad Science

i. Billing

[Venue name] PRESENTS

Wacky Magic & Mad Science

A crazy and dynamic show that is part magic & illusion, part science.

Made by Pierre Ulric Mysteries

ii. Artist Credits

Director/Writer: Pierre Ulric

Stage Manager: Nemo Gandossini-Poirier

Cast: Pierre Ulric

Lighting Design: Nemo Gandossini-Poirier

iii. Short Copy

A mad scientist is trapped between dimensions. Will he find a way to teleport back?

All will be revealed in this crazy and dynamic show that is part magic and illusion, part science, all fun and learning!

iv. Long Copy

A mad scientist is trapped between dimensions. Will he find a way to teleport back?

All will be revealed in this crazy and dynamic show that is part magic and illusion, part science, all fun and learning!

In Pierre Ulric's Words: "I wanted to develop a brand new family festival show that was highly energetic, stimulating to the imagination, educational and original. With that in mind, I wrote this script which contains a simple yet strong, whimsical storyline... I'm very excited!"

This original show incorporates story telling, visual illusions, strong moments of magic, educational science, modern clowning, physical comedy and fun interactive routines involving young assistants from the audience. This production will definitely appeal to school groups, families and inquisitive minds of all ages.

v. Highlights, Quotes & Reviews

- SOLD OUT shows at Fringe World 2016, 2017 & 2018
- "Pierre Ulric is a master at his craft" - ★★★★★½ - The Australia Times
- "Done with such style and flair that you can't help but smile and clap" – ★★★★★½ - The Fourth Wall

vi. Video Trailer

Available on DropBox here (from 30.05.2019):

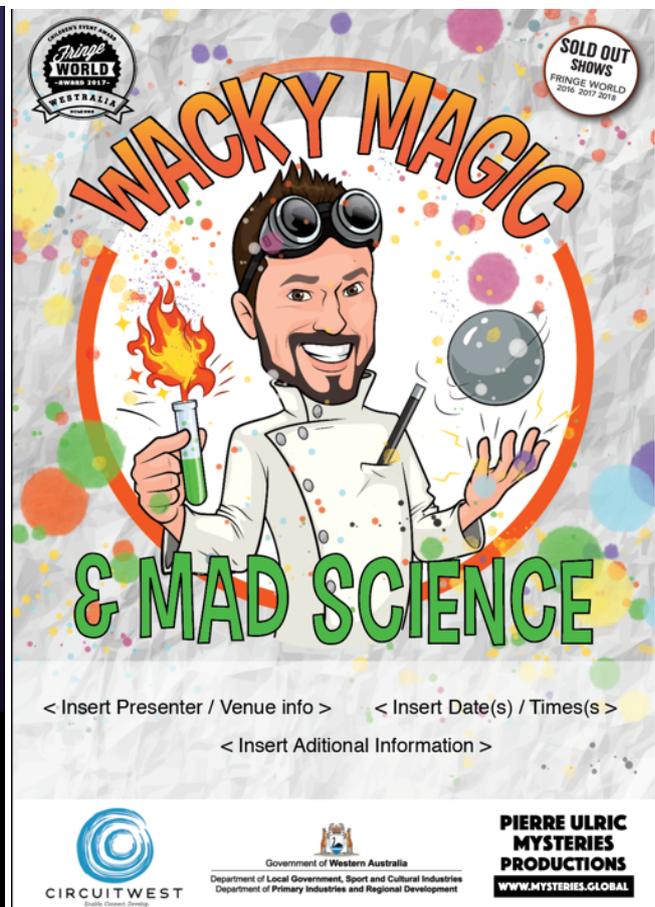
https://www.dropbox.com/sh/zz9ongdqhyc6px2/AADtX-YcGeiW99m4zWTbh_XYa?dl=0

4. Sample Marketing Material

Poster templates, Logos and Images (Hero shots, headshots and production shots for both shows) are available here:

Poster template and blank banner art (PDF and Adobe Illustrator) to be edited and modified by presenter are available on DropBox here:

<https://www.dropbox.com/sh/jdm37te0vqxy53y/AACk6tYNNcA24JlgTArmym00a?dl=0>



Physical pop-up banners for each shows are provided brought along to the venue as part of the production.

Other customised digital templates (e.g. flyers) can also be provided to the presenters upon agreement.

5. Producer Bio



A Perth-based entertainer, Pierre Ulric migrated to Australia from his native Canadian province of Québec twenty years ago. He has been involved in the craft for over 25 years and is recognised as an accomplished performer on the scene, having received several peer awards and nominations for his private work and festival shows.

He also has a background in a science, having completed a BSc. honours degree in Environmental Biology at Curtin University.

He works from an understanding that magic is a powerful communication and expression medium and his love for mystery performance work has been embraced by delighted, unsuspecting audiences all around the world.

'The effects you witness are purely in your imagination, but I trust they bring forth emotions that are very real...' Pierre Ulric

- 2018: West Australian Magician of the Year (WA Society of Magicians)
- 'Best Magic' weekly award at Adelaide Fringe 2018.
- SOLD OUT shows at Fringe World and Adelaide Fringe 2016, 2017 & 2018
- Family magic show was nominated in the 'Best Children's Entertainment' category at Fringe World 2017.
- Double act nominated in the 'Best Cabaret' category at Fringe World 2015.
- Australian Strolling Magic National Convention Champion in 2003.
- West Australian Magician of the Year in 2003 & 2005.

6. Social Media Links

Website: <https://pierreulric.com/>

YouTube Channel: https://www.youtube.com/channel/UC50PVol6ZvXLonaR5Ad_23w

Instagram: <https://www.instagram.com/pierreulric/>

Facebook Page: <https://www.facebook.com/PierreUlricMagician>

7. Contact

tourcoordinator@circuitwest.com.au

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COMMUNITY ENGAGEMENT PLAN

SAMPLE ONLY (To be updated)

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CONFESSIONS OF A MAGICIAN

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ENCHANTMENTS

WACKY MAGIC & MAD SCIENCE

Produced by Pierre Ulric - Mysteries

1. About the Works

A key objective for Pierre Ulric Mysteries and the presenting venues in programming CONFESSIONS OF A MAGICIAN, ENCHANTMENTS or WACKY MAGIC & MAD SCIENCE is the unique opportunity it provides to present high-quality magic and illusion works to diverse audiences in regional locations/ communities that may have limited access to this type of work.

The shows are flexible and have been specifically designed to be adaptable for a variety of spaces, ranging from theatres (with full technical deployment), to smaller community venues (town halls), where the show can be entirely self-produced.

These works will engage their communities in new and exciting ways, helping to build audiences and bring them back again and again to the theatre. They provide multiple entry points for young people and families.

All shows are very flexible and easily adaptable to meet the needs of each community, and can be customized somewhat to help deliver a specific message that the presenter may want to deliver.

2. Relevance

Magic is currently experiencing a revival and is very popular. It is a great tool to stimulate imagination, 'break the ice' and get people's attention and engagement. It is a highly versatile communication and expression tool.

This work is unique in that it was specifically designed to provide the opportunity for young and old to get acquainted with the weird and wonderful world of magic and illusion, participate in an interactive performance and then have the opportunity to meet the performer, ask questions and learn more about the craft.

ENCHANTMENTS promotes imagination and growth mindset for children and adolescents.

WACKY MAGIC & MAD SCIENCE also puts a strong focus on STEM (Science, Technology, Engineering and Mathematics), promoting education and the joy of learning.

3. Community Engagement Strategy

Prior to arrival, the team will closely work with presenters to develop a number of personalised marketing and community engagement strategies for each venue (i.e. social media [develop a tour hashtag], radio, print, direct mail) and engage with key groups in each town (e.g. community groups, social clubs, schools and libraries) who are interested in the project, with the support of Presenters and community leaders.

When presenting CONFESSIONS OF A MAGICIAN for adults and families, the show focus is to showcase the little know craft of 'magic and illusion', facilitate audience interaction, showcase public speaking and communication methods. The ultimate objective is to obtain engagement and collaboration from the audience.

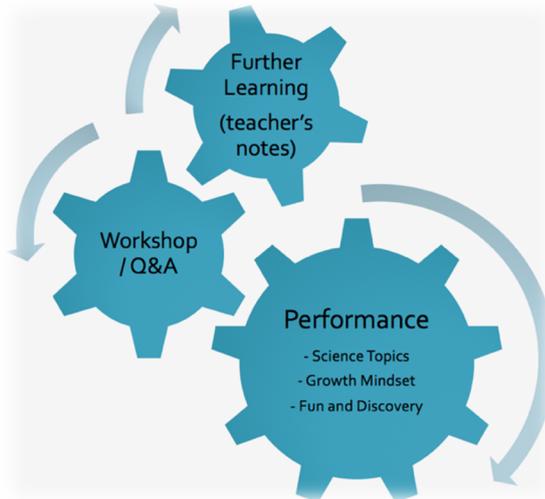
When presenting WACKY MAGIC & MAD SCIENCE or ENCHANTMENTS for children and students, the main objectives of this production revolves around stimulating Imagination, encouraging Resilience and promoting Growth Mindset in young individuals.

This shows were developed to entice students to learn, ask questions, get creative and critical with their ideas. It also aims to boost confidence through an entertaining and inspiring process.

All of the effects are underlined with a philosophy of promoting the following values and skills in children:

- Growth Mindset
- Confidence
- Collaboration
- Public speaking and presentation skills
- Use of imagination
- Critical thinking





4. Community Engagement Options

For either show, the following options are available, as part of the touring package.

a. Meet & Greet

‘Meet and greet’ with the performer after the show is generally held. This is a great opportunity for direct engagement and contact with the performer in a relaxed manner. This is the right time for people to connect and ask questions, provide feedback and discuss the performance.

b. Post-show Q&A

A more formal post-show Q&A can also be arranged after the shows. The Q&A involves the entire audience, during which questions will be answered by the performer. The recommended duration for this session is 15 minutes.

c. Workshops

The shows can be complemented with hour-long workshops (targeted to the age group at hand) discussing some basic magical techniques, public speaking methods, technical aspects associated with touring a show, or scientific principles involved in the show.

Material to support the workshops (notes and hand-outs) will be provided.

Some merchandise may also be offered for sale at the workshops.

5. Other Opportunities*

As part of the regional touring visits, Pierre Ulric can also deliver the following services, with prior arrangement from the presenters, or other parties in the community:

- School, library or community center shows

- Keynote presentation during a conference or special event
- Tailored magic performance
- Workshop 4facilitation

*Some of these options may incur additional costs. Get in touch to discuss any customised requirements.

6. Contact: info@pierreulric.com

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TECHNICAL SPECIFICATIONS

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Adult Show

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Children Shows

ENCHANTMENTS

WACKY MAGIC & MAD SCIENCE

Produced by Pierre Ulric - Mysteries

PRODUCTION INFORMATION

Duration of Performance: 45 to 60min performance + 15 minute Q&A (as required)
Interval: No
Maximum Performances P/Week: 10

TOURING PARTY: **Cast:** 1 **Crew:** 1

TECHNICAL BRIEF

Theatre Formats: These productions can be adapted to either:
Black Box, Thrust, Flat Floor Hall (with LX)
Studio, Foyer Space, Flat Floor (possible without LX)

Bump In Time: 2-hours (1 hour if pre-rigged)
Bump Out time: 1-hour
First Possible Performance: 1-hour after bump-in is completed
Min Break Between Shows: 80 min

LIGHTING

Venue Requirements:

- Front and side stage wash (RGBW) with DMX.
- Lighting rig specification sheet (Channels, Fixture Patch List)
- Fresnels and Profiles lights to suit the stage this is desirable but not essential.
- Stage HDMI output linking to tech desk (alternatively, direct access to desk from stage wings is required).

Producer Supplies:

- Floor based LED bar (UV & Mini Spots).
- Short throw projector and connections.
- Live stream camera and connections.
- Projection management via lap-top using QLAB.

Notes:

- The production comes with a lighting designer / technical operator, who will liaise with the venue prior to the show to optimize use of venue equipment and cusomise lighting plan in

- accordance with venue capability.
- A power point no further than 2m from edge of performance area (or extension cord) must be available to operate some of the set lighting.
- All equipment provided by the producer is under current electrical tag and test compliance.

AUDIO

Venue Requirements:

- Theatrical stereo sound system to suit the venue
- Stage D/I box(es) to accommodate 1x XLR and 1x 1/4" mono input (alternatively, direct acces to mixer from stage wings is required)
- Sound mixing desk (4 channels min.)
- One hand-held (wired or wireless) microphone connected to amplification system on a straight or boom stand, set on stage.
- Foldback is desirable but not essential.

Producer Supplies:

- Wireless head-set microphone and receiver.
- Music playback via lap-top using QLAB.

Notes:

- The production comes with a lighting designer / technical operator, who will liaise with the venue prior to the show to optimize use of venue equipment and cusomise audio with venue capability..
- All audio equipment provided by the producer is under current electrical tag and test compliance.

STAGING

In order to deliver the production, the venue must provide as a minimum a designated performance area where patrons will have good visibility from front and sides only. The following dimensions are required.

Min Stage Width:	5m	Min Stage Depth:	3m
Min Grid Height:	3m	Min Wing Space:	2m

Notes:

- Indoor or outdoor performance area is suitable, please ensure outdoor stage is covered and offers adequate protection from sun and rain.
- If no stage/platform is available, a clear floor area will be required, as per the above dimensions.
- A black backdrop and basic wings is recommended, but not essential. As a minimum there should be a clear wall behind the performance space.
- The presenter is to provide any seating required for the audience to view the act.
- The stage or performing area should be no more than 3 meters from the front edge of the audience. Large empty spaces (e.g. dancefloor) between the stage and audience should be avoided.

- Wings are preferred, however the production can still be delivered without wings.
- If the performance area is a raised stage >30cm, then some stage access steps/stairs should be provided for the audience (front or side of stage).

SET

Venue Requirements:

- 1 x black back drop for the width and height of the performance area is preferred, but not essential.
- 1 x standard fold-up trestle table (approx. dimensions: 1.8m x ~0.75m x ~0.75m).
- 1 x small table (approx. dimensions: ~0.4m x ~0.4m x ~0.75m).
- 2 x Two simple chairs.

Producer Supplies:

- Cloth draping for furniture
- Projection screen
- Easels & stands

Notes:

- A fire extinguisher should be available in proximity of performance area.

BUMP IN CREW

LX: 1 crew x 1 hour
SND: -
STAGING: 1 crew x 1 hour
MULTITASKERS: -
NOTES: -

PERFORMANCE CREW

LX: 1 crew x 1 hours
SND: -
STAGING: -
MULTITASKERS: -
NOTES: -

BUMP OUT CREW

LX: -
SND: -
STAGING: -
MULTITASKERS: 1 crew x 1 hour
NOTES: -

DRESSING ROOMS

1 x male (washing facilities are desirable.)

FREIGHT DIMENSIONS

2-3 x suitcases (standard size < 23kg each)
1 x sports bag (1.2m, 3cm x 30cm < 23kg)

PROP LIST

Various small 'magic' props
Various small 'laboratory' equipment (kids show only)
1 x mini-hazer
1 x mini spotlight floor-bar
2 x UV par-cans
2 x tripod stands
1 x pop-up projector screen
1 x floor mat and bubble hoops (kids show only)

Contact

tourcoordinator@circuitwest.com.au

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