



Press Release 18-Oct-2010

The Society of London Theatre supports TheatreCraft 2010

TheatreCraft - London's exciting annual FREE alternative careers fair - will be returning to the **London Coliseum** on **Monday 22 November** (9.30am - 5.00pm). Young people aged 17 – 25 will be given the opportunity to explore the many skills involved in staging theatre productions, through workshops, talks, demonstrations and displays from the UK's leading theatre practitioners and training providers.

Throughout the day experienced industry practitioners including the Society of London Theatre, English National Opera, LAMDA, Lyric Hammersmith, Stage Management Association and Royal Shakespeare Company will be delivering **more than 50 inspirational workshops for up to 1,200 young people**. The professions being covered will include producing, directing, writing, design, marketing, theatre management, wigs and make-up, props, costume and technical disciplines of lighting, sound, stage and production management.

The TheatreCraft marketplace, sponsored by White Light, will present **25 stands with information and advice on all aspects of the industry, training and education pathways**: Society of London Theatre, Arts Award, English National Opera, Guildford School of Acting (Production), Guildhall School of Music & Drama, Masterclass, Mousetrap Theatre Projects, National Skills Academy for Creative & Cultural Skills, Royal Shakespeare Company, Royal Welsh College of Music & Drama, Stage Management Association, The Stage, The Society of British Theatre Designers, The Theatres Trust and more will be in attendance.

TheatreCraft 2010 is organised by Masterclass (Theatre Royal Haymarket). Supporting partners are the Society of London Theatre, Mousetrap Theatre Projects, English National Opera and The National Skills Academy for Creative & Cultural Skills. TheatreCraft 2010 is supported by The Stage and the Marketplace is sponsored by White Light.

Visit www.masterclass.org.uk/theatrecraft to find out more.

-ENDS-

Notes to Editors

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TheatreCraft 2010 - key organisations

Masterclass

www.masterclass.org.uk/

Masterclass, a charity based at the Theatre Royal Haymarket, provides a free year-round programme of talks, workshops, career advice sessions and projects with leading theatre professionals for anyone aged 17 – 30. From acting and directing to writing and producing, Masterclass invites masters of the craft to share their knowledge with the next generation of theatre-makers, past masters include Helen Mirren, Ewan McGregor, Alan Ayckbourn, Deborah Warner and Nica Burns. Alongside regular monthly talks and workshops Masterclass also offers Opening Doors career advice sessions; an Apprentice Scheme in association with the Theatre Royal Haymarket Company for young directors, designers and technicians; a week-long run of events at the Edinburgh Festival Fringe with The Pleasance and Drama Schools; What Do They Want? – a DVD explaining drama schools and the audition process; and it is the lead organisation on TheatreCraft itself.

Mousetrap Theatre Projects

www.mousetrap.org.uk/

Mousetrap Theatre Projects is a theatre education charity committed to enabling young people with limited resources, access or support to engage with the best of London theatre. Since 1997, the charity has enabled close to 100,000 young people to see outstanding theatre, mostly in the West End, through 16 access, education and audience development programmes. Most theatre visits are supported by an education programme, delivered by professional theatre practitioners - from playwriting to performance and sound and lighting design to critical reviewing. At the heart of its work is the desire to open doors to young people who might otherwise consider London's rich cultural heritage closed to them. For TheatreCraft 2010, Mousetrap Theatre Projects will help facilitate and broker a number of relationships with key industry stakeholders in the area of sponsorship, marketing and the promotion of the event, identify practitioners to lead workshops and encourage young people interested in careers in the theatre to attend this event.

The Society of London Theatre

www.officiallondontheatre.co.uk / www.solt.co.uk

The Society of London Theatre (SOLT) is the trade association which represents the producers, theatre owners and managers of the 52 major commercial and grant-aided theatres in central London and it is committed to encouraging careers in the theatre industry. The organisation exists in order to promote theatregoing, develop audiences, and to serve, protect and promote the interests of those engaged in theatre across London, through activities including The Laurence Olivier Awards, tkts ticket booth, the Official London Theatre guide, Theatre Tokens and the annual promotions Kids Week in the West End and Get into London Theatre.

The Society runs the Laurence Olivier Bursary which aims to help students facing financial difficulty to attend drama school and supports Stage One, a programme designed to help new producers and productions in commercial theatre. In addition, the Society runs Theatrefix, a dedicated website for 16-26 year olds which offers ticket discounts, events and the opportunity for a six-week guest editor internship. SOLT gives £150,000 a year to support the work of Mousetrap Theatre Projects which includes the sponsorship of TheatreCraft, EducationLive and its website for teachers www.LearnAboutLondonTheatre.co.uk

ENO

www.eno.org/baylis

English National Opera (ENO) is a full-time producing company with a world class reputation for distinctive, contemporary and highly theatrical opera. At the heart of ENO's work is a commitment to developing opera and audiences and nurturing British talent. ENO Baylis is ENO's Learning and Participation department named after Lilian Baylis, the pioneering theatre manager whose vision of accessible opera led to the founding of ENO. ENO Baylis produces innovative programming in parallel to the company's work on stage, giving a broad range of people access to ENO's unique work and rich resources. This includes live events, workshops, talks and debates, as well as training for students and young professionals. Its pioneering interactive work enables both new and regular audiences to access and engage with the work of ENO through new and emerging media platforms. ENO is providing the venue for TheatreCraft 2010 at the London Coliseum as well as facilitating workshops for this exciting event.

The National Skills Academy

www.nsa-ccskills.co.uk

The National Skills Academy for Creative & Cultural (NSA) is a network of creative and cultural employers and organisations, freelancers, training providers and industry trade associations working together to develop, improve and recognise the skills of people working in the sector. It will greatly improve skills development opportunities for those entering the sector as well as those already employed within it, and provide a single, collective standard for skills development in the sector.

At the heart of the NSA's ambition are its core values, as below:

Employer led – We listen to our employers' needs and work to ensure training leads to real skills for real jobs;

Partnership – We are a membership organisation working together to improve training and skills development for our industry;

Quality – We deliver training, information, advice and guidance, through our membership - within a recognized, industry-endorsed, framework;

Diversity – We develop new models for learning, partnerships and access into the sector, such as Creative Apprenticeships, to improve opportunities for all and increase the diversity of the workforce.