



ALONE

PRODUCTION OVERVIEW
FOR VENUES AND FESTIVALS

2021 SEASON



AN AWARD-WINNING SCI-FI THRILLER ABOUT
CLIMATE CHANGE, FEMINISM AND DAVID BOWIE

“Fantastic, beautiful, authentic, and dark”

“A must see”

“Honestly the best thing at Fringe”



SHOW SPECS

DURATION: 90 mins

GENRE: Drama, Sci-fi, Thriller

CAST: 2

TOURING CREW: 5 (2 cast, 1 tech, 2 support)

OWN OPERATOR: Yes

VENUE SPECS: Flexible to most theatre types - including site specific (debut season performed at MOTAT Aviation Hangar in Auckland)

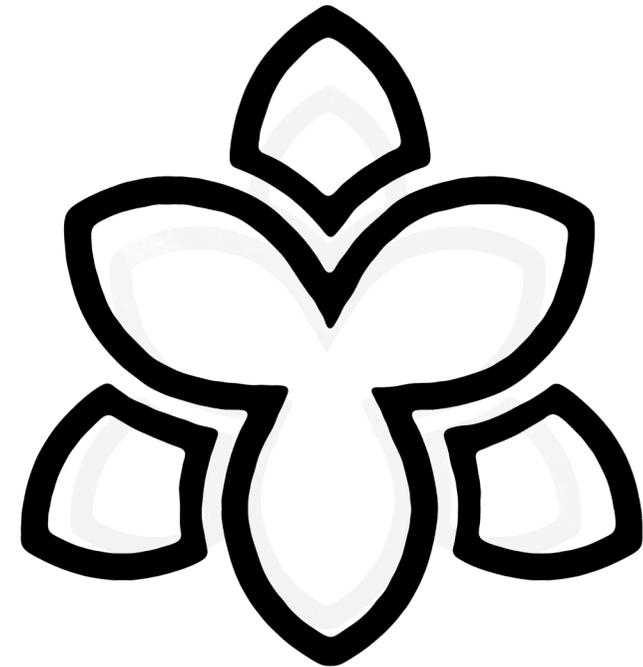
PACK IN/OUT: Half day minimum

APPEAL: General Theatre and Drama Audiences; Eco-conscious consumers,

MARKETING ANGLES: Award-winning, Sci-fi and powerful drama; Original Kiwi production/team; Climate Change/Sustainability; Fans of David Bowie and The Smiths; Space Exploration; Women in STEM; Feminist theatre

COST: Currently seeking guarantee or box office split arrangements. Assistance with accommodation also an option we are interested in.

COVID-19 STRATEGY: A high quality filmed version of 'ALONE' will be created as an asset to offer to audiences in the event of cancellation due to changing alert levels. Our team is experienced in rehearsing and delivering a production amidst changing COVID-19 alert levels and in working with venues to determine safe capacity and social distancing measures if at Alert Level 2 or 2.5. .





OUR SHOW

'ALONE' is an award winning new Kiwi play which won Best Theatre at the Auckland Fringe Festival, 2020 and a Performing Arts Network of NZ Tour Ready Production Award.

'ALONE' is brought to you by a passionate team of Auckland based creatives who hold sustainability at the core of their process.

We are currently seeking funding for a tour of NZ in early 2021, and working towards ambitious future growth including entering overseas markets (COVID willing) and eventually, feature film production.

One of our awards has gained us the right to pitch at the Performing Arts Network of NZ in 2021 to local and overseas producers and markets.

The show is about climate change.

It's a sci-fi thriller in which two female astronauts are on the home stretch of a years long mission to bring foreign CO2 absorbing micro-bacterium back to an earth ravaged by climate change.

Audiences at our initial season were hugely receptive and we received some significant critical acclaim
We're excited to take our offering on the road.

This document is a brief introduction to our show, our team, and our vision.



KAT GLASS AND COURTNEY BASSETT IN 'ALONE'

PHOTO: BRIAR COLLARD

PLOT SYNOPSIS

A sci-fi thriller about climate change, feminism, and David Bowie

Aboard a crowd-funded spacecraft called 'The Lily of the Nile', a two-woman crew are on the home stretch of a two-year mission that could provide a solution for an Earth ravaged by climate change.

Pragmatic and passionate Doctor Sarah Taylor believes her work with foreign micro-bacterium could make Earth habitable once more. Jessica Holland – a charismatic and quick-witted young pilot - is charged with getting Doctor Taylor's work and samples home.

The pair must negotiate a terse working relationship; a ship that's falling apart at the seams; misogyny; questions of faith vs. science; and David Bowie vs. The Smiths - and time is running out!

ALONE is a heart-racing intergalactic exploration of what, or who, is really worth saving.



AWARDS

'BEST THEATRE' AUCKLAND FRINGE FESTIVAL 2020

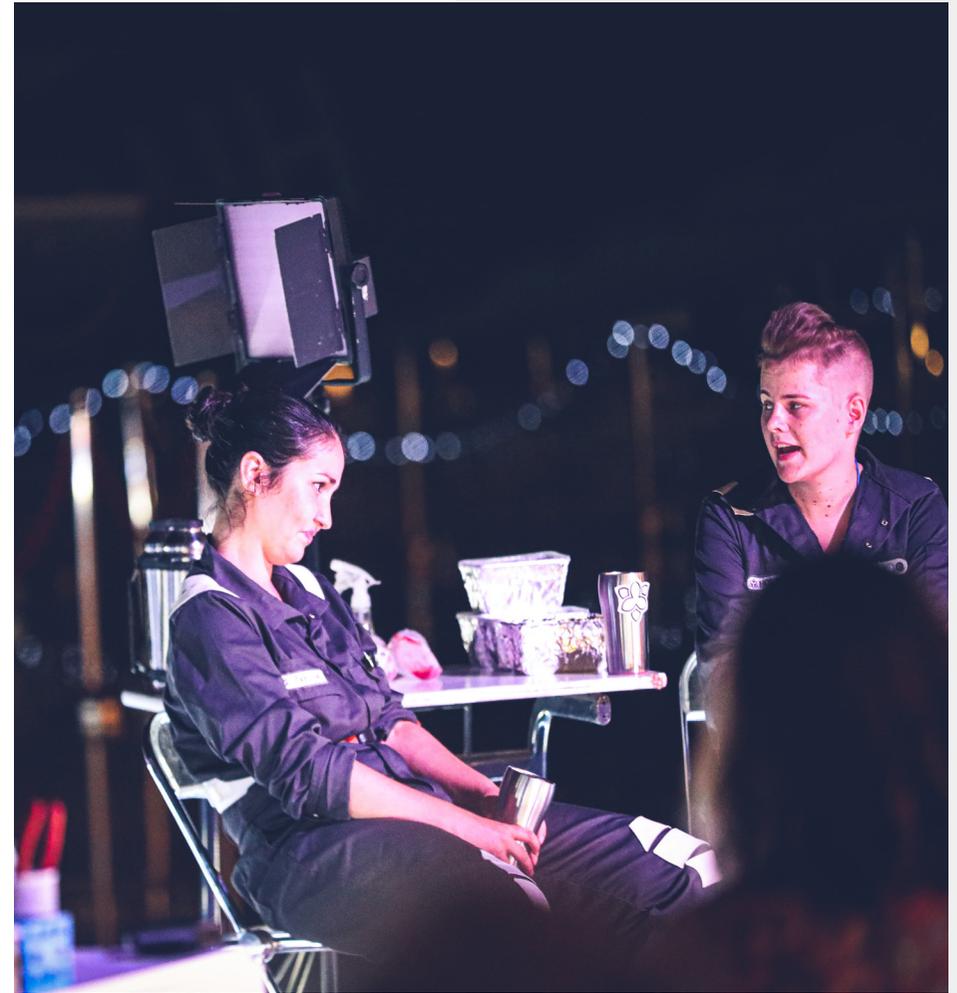
This award acknowledges Best in Category at the Auckland Fringe Festival and is selected by a panel of industry experts.

Previous winners of this award have gone on to receive international recognition. 2017 winner 'We May Have to Choose' toured extensively and won major awards across Australian Fringe and Edinburgh Fringe Festival Circuits. While 2019 winner 'Only Bones v1.0' has enjoyed success at Edinburgh Fringe and London Mime Festival. And 2018 winner 'The Contours of Heaven' has toured New Zealand to significant acclaim and also entered the world market at the Soho Playhouse in New York City.

'PANNZ TOUR READY PRODUCTION AWARD' PERFORMING ARTS NETWORK OF NZ, AUCKLAND FRINGE 2020

This award is in recognition of a show at the Auckland Fringe Festival that has the potential to tour nationally and internationally.

Our receipt of this award gives us delegate registration and the opportunity to pitch our show at the 2021 Performing Arts Network of New Zealand Arts Market to producing partners. Previous recipients of this award include Victoria Abbot's acclaimed 'Run Rabbit' in 2019 which has received rave reviews across the country.



KAT GLASS AND COURTNEY BASSETT IN 'ALONE'

PHOTO: BRIAR COLLARD



KAT GLASS AND COURTNEY BASSETT IN 'ALONE'

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**“I went to a stunning play tonight,
an original, suspenseful and
genuinely moving script showcasing
the talents of two amazing actors.
I didn’t move for 90 mins.”**

RENEE LIANG

AUDIENCE FEEDBACK

“I wouldn't have missed it for the world (or Beta-5). **It was truly an incredible piece of work.** I felt I was there with you both, watching you try to navigate through your situation as only humans can, with connection and understanding, barriers and differences, happiness and fear.”

“I went to a stunning play tonight, an original, suspenseful and genuinely moving script showcasing the talents of two amazing actors. I didn't move for 90 mins. **A fresh take on the space drama.** The play is performed in the Motat hangar under the ghostly shadows of old planes - so even the walk in was atmospheric. Please consider seeing it!”

-RENEE LIANG

“It was impossible not to lose myself in the show and just forget about scripts and characters and set pieces and instead fully commit to the dire, difficult situation and try to hold on with the two of you until the very end. I believed everything. I stopped seeing the room and the audience chairs and the set and just saw the truth of what you were presenting, and **it was more amazing than words can say to have been so transported.** What an honour to have been there for the beginning, because I have a feeling this show will be going far!!”

“**10/10** — Fantastic set! Incredible acting! Complex women characters!”

“**A must-see** in the @aklfringe this year,”



KAT GLASS AND COURTNEY BASSETT IN 'ALONE'

PHOTO: BRIAR COLLARD

“An incredible achievement. I loved every moment of it”

“The show really blew me away!”

“a beautiful, intimate, heartwarming performance - I’m glad I was amongst the first to see it”

“If you want to see some thought provoking, emotionally charged, amazing New Zealand theatre, head along to see Alone. It’s only on for a very small season and you really don’t want to miss out! It was soooooo good and gave my brain the swift kick that it needed. We have some seriously talented actors and writers in New Zealand.”

“Wow! I took a moment to look back at the audience and there was not a dry eye in the room!”

“Honestly the best thing at Fringe. Emotionally wrecked me but in a good way’

“Unique, special, a great example of a team with a writer writing for specific actors. Looked fabulous, venue of planes great choice. **Had us on the edge of the seat.** Any show that starts with Bowie music is too cool for earth. Never predictable, very Kiwi even in space. And beautiful exchanges between two very different and extremely interesting actors. Well rounded written characters. If women can do anything, kiwi women do everything - with a little help from a Luke.” - G. ALLEN



“Kat Glass & Courtney Bassett are so deeply talented and Luke Thornborough’s script is so tragically human and insightful. Can’t wait to see where this one goes.”

C.NEWTON

AUDIENCE FEEDBACK

“Holy Shballs, you two are freaking phenomenal,** I was so engrossed the entire way through and am blown away by your raw, natural talent. That script is something special!” - M. ANDREWS

“If you have other plans tonight ditch them to go see this piece of art instead. Alone is such a fantastic, beautiful, authentic and dark show. I mean it. Don’t miss out. Kat Glass & Courtney Bassett are so deeply talented and Luke Thornborough’s script is so tragically human and insightful. Can’t wait to see where this one goes.” - C. NEWTON

“Sorry for the random message but just wanted to tell you how much we loved your show!

My husband saw it last night with his sister. He raved infinitely (and is the biggest critic I know, we’ve walked out of multiple films against my will) and he insisted I see it tonight (along with his parents).

Let me tell you, it did not disappoint whatsoever!! In spite of my immense expectations.

The full circle was incredible, the insight into humanity, coping mechanisms and panic was unreal.

We are two impressed little chickens. I will cease my rant now.

If there is any chance of this getting performed again, we are totally behind it and you and if you need campaigners for audience or just people to tell other people how great you are, you got it.

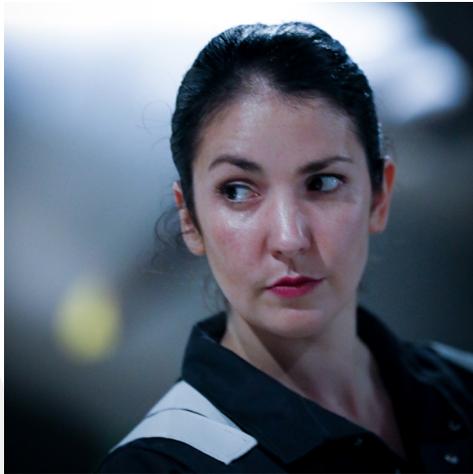
Thanks for two great evenings! Hope to see more of your work (and Kat and Courtney’s).”



OUR TEAM

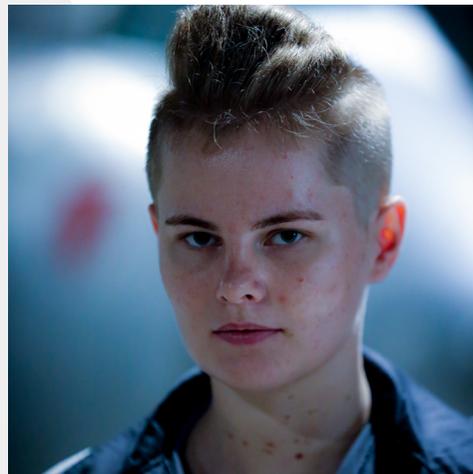


CAST



KAT GLASS - ACTOR & PRODUCER

Kat stars as Dr. Sarah Taylor in 'ALONE' but also brings a varied background as a producer of both theatre and screen projects. Kat has produced successful and acclaimed theatre seasons at Basement Theatre, Q Theatre, Auckland Fringe Festival, Toi Wahine Festival, NZ International Comedy Festival, and Galatea Theatre. In film world Kat has produced music videos and shorts, as well as branded content, and has co-produced short films which have screened at the NZ International Film Festival, Giffoni Film Festival, Cannes Short Film Corner, Seoul Youth International Film Festival, and Arohanui Film Festival. An actor for over a decade, Kat has performed in more than 30 professional productions, appeared on screen in 'Shortland Street', telefeatures, short films, and TVCs. Most recently Kat has toured NZ extensively in more than 100 performances with Tim Bray Theatre Company.



COURTNEY BASSETT - ACTOR

Courtney stars as pilot Jessica Holland. Courtney created the rough concept for 'ALONE' and brings a wealth of experience as an actor having performed in multiple productions for Auckland Theatre Company ('Skin' and '8 Reasonable Demands' at the Here and Now Festival); critically acclaimed seasons at Basement Theatre ('The Faustus Project' and 'The First Time' which also toured to The Meteor Theatre); and starred as Benedick in the Young Auckland Shakespeare Company's season of 'Much Ado About Nothing' at the Pop Up Globe Theatre.

Courtney holds a BA from the University of Auckland and a Masters of Screen Writing from AUT. Courtney was recently cast in feature film 'Six Angry Women' - to be released in 2021.



CAST AND CREW OF 'ALONE' AT AUCKLAND FRINGE FESTIVAL

CREW

BRIAR COLLARD - PRODUCER

Briar Collard is a producer of both theatre and film and the founder of Dusty Room Productions. She currently works full time as the sole Producer at award-winning video production company Eyes and Ears. In between commercial projects, the company recently produced short film LOVE IS REAL! which premiered at the NZ International Film Festival.

Through her work as a Producer in both mediums, she has worked with large organisations including AUT, Air New Zealand and Auckland Council, to name a small selection, as well as touring around the North Island with Te Rēhia Theatre Company's Ruia Te Kākano series which involved the management of a tour to over one hundred mainstream schools and kura kaupapa from 2015-2017.

Briar began her work behind the scenes as a live theatre producer, managing a vast array of projects (many which were funded by Creative New Zealand). One of these roles was as Kaihautū, Te Taha Hinengaro, a member of the management team at Te Pou Theatre, the first independent kaupapa Māori performing arts venue for all. Here she oversaw, assistant-produced and project managed many productions and festivals, including their Kōanga Festival and Rangatahi Festival.

Alone is the fourth production, the second original piece and the second tour produced by her theatre company Dusty Room Productions.



CREW

LUKE THORNBOROUGH - DIRECTOR & WRITER

Luke works full time at top branding and design agency Designworks as a Director and Editor of commercials and brand content. He has a background in theatre and film. He has directed music videos for major labels, multiple short films including 'Jess' and 'Numb' which both premiered at the Cannes Short Film Corner, as well as 'Skin' and 'Stay' which both premiered at NZ International Film Festival before enjoying further international festival circuit success. He has directed commercials for TUX, Purina, MOBIL, and more, and worked as an editor at TVNZ and 'Shortland Street' before joining the team at DesignWorks. Luke also memorably directed a seven-part series for the Department of Conservation which currently shows on all inbound Air NZ flights, which teaches the environmental principles of 'Leave No Trace'. 'Alone' marks his return to his first love of theatre.

KATIE QUERIN - STAGE MANAGER/ACCESSIBILITY

Katie is an experienced and in demand stage manager having worked for organisations such as Basement Theatre, NZ Opera, Skycity Theatre, Auckland Theatre Company, and more. Katie is a core team member of Tim Bray Theatre Company where she is an integral part of delivering the company's accessible theatre offerings including NZSL performances and audio described performances. Katie was an integral part of strategising the delivery of Tim Bray Theatre Company's recent season of 'Greedy Cat' within a COVID-19 context.

ADAM ROHE - SET DESIGNER

Adam is a prolific performer, director, set designer, clown and creative. His set design credits include a national tour of 'Proof', an immersive horror theatre show 'Cradle Song' from the acclaimed Albert Belz, and the premier season of 'ALONE' using all recycled materials and discarded scientific equipment. He is a founding whanau member of Te Pou Theatre, and Dusty Room Productions.

DR. STEVE WELLS - SCIENCE ADVISOR

Dr. Steve Wells is a Macdiarmid Institute Research Fellow in the Physics Department at the University of Auckland. Dr. Wells was instrumental in advising on the script development of 'Alone', providing real scientific equipment for our props and set, and continues to act as a consultant to our creative team.



CREW

MICHAEL GOODWIN - LIGHTING DESIGNER

Michael is a technical freelancer credited for management, designs and operations for a variety of theatre, music, dance, and festivals. Michael completed a Bachelor of Performing and Screen Arts, Production Design and Management in 2017, and has since become an in demand Auckland designer. He has designed and operated for companies including NZ Opera, Auckland Theatre Company, Burning Black Productions, Lets Play Live, Creative Ambience, Proudly Asian Theatre and PRAYAS Theatre.

COURTY KAYOSS - COSTUME DESIGNER

Armed with a Diploma of Production Design and Sculpture, Courty is a freelance artist who dabbles in a little bit of everything, from SFX make-up to journalism. She is also a popular and skilled cos-player who creates under 'Kayoss Cosplay'. Her involvement with this production has been designing and constructing the astronauts' suits, as well as designed key design imagery and branding.

STEVE AUSTIN - VOICE ARTIST

Steve provides the voice of 'Mission Control' in 'Alone' but also brings a wealth of experience to the team as a producer of film and theatre. Steve has been an Operations Manager at the VF48Hour Film Festival, a film critic for TV3, and is currently turning his critically acclaimed documentary 'Rambu' into a feature length film.

MARISSA HOLDER - FIGHT CHOREOGRAPHER/PT

Marissa is an actor, singer, martial artist, and personal trainer, brought on board to coordinate our fight scenes and ensure our actors are safe and fit. A passionate student of Kung Fu and Tai Chi, they are a qualified Level 5 Personal Trainer with their own PT business based in Auckland.



COURTNEY BASSETT AND KAT GLASS BEHIND THE SCENES PHOTO: LUKE THORNBOROUGH

OUR VALUES

The below are principles which we choose to guide us in the way we create our work, and the way we work together.

They represent the things we care about as individuals and as artists.

They represent a touchstone to give clarity and purpose to our mahi. They are a way to recentre and reframe our work and they are something we wish to integrate into our practice and process at every turn.

A full document on our values (and outreach and processes centered on them) is available on request.

- 1. MAKE ART WITH PURPOSE**
- 2. PRIORITISE SUSTAINABILITY**
- 3. PRACTICE EQUITY AND INCLUSIVITY**
- 4. PRIORITISE MENTAL HEALTH**
- 5. CONSIDER ACCESSIBILITY**
- 6. HELP TO BUILD A ROBUST NZ THEATRE LANDSCAPE**
- 7. DREAM BIG**



CAST AND CREW OF 'ALONE' AT AUCKLAND FRINGE FESTIVAL AWARDS CEREMONY 2020

PHOTO: BENNY JOY PHOTOGRAPHY



MARKETING



STRATEGY & ASSETS

We can provide an assets pack including press releases, event listings, taglines, and other written assets; poster and flyer design files; key and social media imagery in a range of dimensions; video trailer and other video assets; production photos; awards recognition and audience feedback quotes; and more ready for our venues to use across their own channels.

Our team is ready to tailor our assets for specific requirements.

Our own marketing strategy is research driven and centred around speaking directly to our core audiences (largely the 'Expression' group as outlined by the *New Zealand Audience Atlas* who we feel will respond strongly to our content, values, outreach, and call to action) as well as a cohesive plan for social media outreach, sponsored posts, and a small traditional print campaign.

We anticipate quality conversion on our press release distribution converting to press coverage, as we'll be utilising and tailoring several considered marketing angles to specific publications and media channels. (Including but not limited to a strong sustainability/eco-theatre/climate change angle, innovation, and women in STEM/leadership).

Word of mouth proved a strong marketing strategy for our debut season - with strong demand and repeat customers emerging by just our second and third nights of presentation.



KAT GLASS IN 'ALONE' AT AUCKLAND FRINGE FESTIVAL

PHOTO:BRIAR COLLARD



TARGETED OUTREACH

We have identified local groups in each region who may have a special interest in our show who we will be targeting directly. (E.G. Science departments at local universities, Drama and Writing groups, Astrological societies, Eco-conscious brands and collectives, and more).

BRAND ACTIVATION/AUDIENCE DEVELOPMENT

We have plans to run engagement/brand activation at festivals and markets in the area in the lead up to the season.

These engagements will simply consist of a small stall with our advertising and a raffle with sponsored prizes - in exchange for people signing up to our emailing list. Our strategy also has a cohesive plan for audience data capturing and audience development.

TONE AND MESSAGING

We're engaging with our audience with warmth, transparency, and in a way that centers our values and lets people know about our dreams and goals at every turn. We're letting people into the process so that they can dream with us. We are real people making art we care about.

SOCIAL MEDIA

We are well versed in social media strategies and will be allocating large chunks of our marketing budget to targeted sponsored posts and boosts across social media platforms.





MARKETING IMAGERY

AUCKLAND FRINGE FESTIVAL 2020 WINNER OF BEST THEATRE

“an original, suspenseful and genuinely moving script showcasing the talents of two amazing actors. I didn’t move for 90 mins.”

WHANGAREI ARTS CENTRE

ALONE

SARAH KAT GLASS
HOLLAND COURNTEY BASSETT
WRITTEN & DIRECTED LUKE THORNBOROUGH
PRODUCED BRIAR COLLARD & KAT GLASS

25 - 29 October

DUSTY ROOM PRODUCTIONS

Tickets from iTicket 09-361-1000 | iticket.co.nz

AUCKLAND FRINGE FESTIVAL 2020 WINNER OF BEST THEATRE

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WHERE TO NEXT?



OUR FIVE PHASE PLAN: FOLLOW OUR JOURNEY

PHASE ONE

Development season at Auckland Fringe Festival

Testing the waters / Proving our show

OBJECTIVES OF PHASE

DEVELOP THE SCRIPT AND SHOW

PROVE THE SHOW IS WORTH PURSUING FURTHER

BUILD OUR TEAM

HAVE FUN / BE KIND TO EACH OTHER

GETTING SOME ACCOLADES/ASSETS FOR FUTURE GROWTH

HOW THIS PHASE SUPPORTS NEXT PHASES:

STARTING OUR JOURNEY

GROWING OUR FOLLOWING

MAKES US AN ATTRACTIVE OFFERING

DATES:
MARCH 2020

PHASE TWO

Regional Tour

Delivering our Fringe offering but slicker and more robust. Targeting museums, regional theatres, and some black boxes.

OBJECTIVES OF PHASE

PROVE THE SHOW (to ourselves, to audiences, to investors)

PROVE WE ARE TOUR READY (making a robust set, costume, props, and team that can weather and seize any opportunity)

GAIN PRESS ASSETS (good reviews, photos, figures, etc.)

HOW THIS PHASE SUPPORTS NEXT PHASES:

GROWS OUR FOLLOWING (audiences who can attest/vouch for/and have interest in our future)

GROWS OUR REVENUE

MAKES US AN ATTRACTIVE OFFERING TO BIG BILL/MAIN STAGE NZ/ BIGGER FUNDING BODIES AND ROUNDS/ PRIVATE SPONSORS

DATES:
FEB - MAY 2021

PHASE THREE

Mainstage Action

Dreaming bigger. Delivering the show we really want on bigger stages and to bigger audiences.

OBJECTIVES OF PHASE

BIG PRODUCTION VALUES (dreaming bigger - all the bells and whistles) cool marketing redesign with wirework photoshoot, amazing rotating stage platform, actual science equipment as props, amazing set, tricks and effects!

GAIN PRESS ASSETS (good reviews, photos, numbers etc.)

HOW THIS PHASE SUPPORTS NEXT PHASES:

GROWS OUR FOLLOWING (audiences who can attest/vouch/and have interest for our future)

GROWS OUR REVENUE

MAKES US AN ATTRACTIVE OFFERING TO OVERSEAS INVESTORS/ FESTIVALS/ STAGES/ PRODUCERS

DRAFT DATES:
LATE 2021 - 2022

PHASE FOUR

Overseas Tour

Living the theatre dream. Hitting the major festivals. Picking up awesome press. Growing our careers and brand. Making opportunities.

OBJECTIVES OF PHASE

HIT MAJOR FESTIVALS (Edinburgh, Adelaide, etc.)

GAIN PRESS ASSETS

HOW THIS PHASE SUPPORTS NEXT PHASES:

GROWS OUR FOLLOWING (audiences who can attest/vouch/and have interest for our future)

GROWS OUR REVENUE

MAKES US AN ATTRACTIVE OFFERING TO FILM PRODUCERS, FUNDERS, AND BODIES

DRAFT DATES:
LATE 2022 ON

PHASE FIVE

'ALONE' THE FEATURE FILM

Bonus Jackpot. Making a feature with our friends and delivering it to an audience who already wants it!

OBJECTIVES OF PHASE

MAKE A MOVIE (while noting that our theatrical shows are not merely a 'test' for the film - we also think it'd be a great film and one we'd love to see and make)

HOW THIS PHASE SUPPORTS NEXT PHASES:

CAREER TRAJECTORY - UPWARDS AND ONWARDS FOR ALL

DRAFT DATES:
PREPRODUCTION 2023



KAT GLASS AND COURTNEY BASSETT IN 'ALONE'

PHOTO: BRIAR COLLARD



WE LOOK FORWARD TO HEARING FROM YOU

Please don't hesitate to connect with us to chat about our show, our team, or our journey.

We'd be thrilled to chat with you!
Send us an email at dustyroomproductions@gmail.com



THANK YOU