

THE REAL SHOW 2012

CREATIVE BRIEF



Deliverable/s:

Theatre Poster

"Real" Client:

Forum Theatre

Some insight:

Forum Theatre produces adventurous, relevant, and challenging plays that inspire discussion and build community around productions that are accessible, affordable, and entertaining.

<http://www.signature-theatre.org>

About the Project:

To promote and advertise for the performance. Poster hangs outside theatre, in a lightbox, Must attract pedestrian traffic.

Target Audience:

Patrons of the theatre/arts typically range in age (25 to 60+)

Key Messages:

The Frau used to direct beautiful films for a fascist government. Now she's trying to make a film that's simply beautiful. The Frau casts herself in the lead role of the Amazon queen Penthesilea, who falls in love with Achilles on the battlefield of the Trojan War. She recruits a man from the Jewish ghetto to play her Achilles. Her own sister, a long-suffering extra, plays all the nameless Amazons killed in the background. With chariot crashes and adoring close-ups, it all has the makings of a glamorous war. But when telegrams start to arrive from the Minister of Propaganda, it becomes impossible for the Frau to ignore the real war outside her sound stage. A darkly comedic look at the role of artists during wartime, *Amazons and Their Men* is inspired by the life and work of Leni Riefenstahl.

Famous (and infamous) for glamorizing a fascist regime in her propaganda films, a young director seeks artistic vindication. In her latest film, she creates a fantasy world of drama and beauty—casting herself in the role of an Amazon Queen, tormented by love for the war-hero, Achilles. But in the real world, another war is brewing. Set in

Third Reich Germany and based loosely on the life of Leni Riefenstahl (director of *Triumph of the Will*), *Amazons And Their Men* chronicles the creation of art—and the collapse of a society.

Full New York Times Review:

<http://theater2.nytimes.com/2008/01/11/theater/reviews/11amaz.html>

Required Text:

Amazons and Their Men

A Play by Jordan Harrison

February 27-March 20, 2010

Directed by Michael Dove and

Elissa Goetschius

Featuring Daniel Eichner, Laura C. Harris,

Jay Saunders, and Jjana Valentiner

Presented by Forum Theatre, in Residence at

Round House Silver Spring

For tickets, call 240.644.1100 or visit

www.forumtheatredc.org.

Creative Specifications:

Inks — 4CP

Size(s) — 14x20

Logos — Forum Logo (attachment)