

Erotic Intelligence
FOR
DUMMIES



WILDE APPLAUSE
CREATIVE PRODUCTIONS

**pretend
productions**



photography by Dylan Evans

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COMPANY PROFILE

Wilde Applause is a dynamic production company specialising in the design and delivery of highly physical, inter-disciplinary, site specific performances and events. They are experts at hybrid performance and putting art in non-art spaces. Much of their work is non-text based, or multi-lingual, and accessible to a broad audience. The company has a strong Asian connection and has toured extensively throughout Asia.

Pretend Productions is dedicated to bringing the work of Helen Cassidy to the world.

ABOUT THE SHOW

SHOW SYNOPSIS

A silly, sexy, one-woman comedy featuring songs, clowning, audience participation, balloons, plush toys, dress-ups, bear suits, and a giant love-in! For ages 18+

ACKNOWLEDGEMENTS

Creator/Performer/Producer : **Helen Cassidy**

Director/Collaborator/Sound designer : **Daniel Evans**

Voice of Koala: **Andy McDonnell**

Sound Recording, Mastering : **Ian O'Brien**

Illustrator : **Damien Cassidy**

Collaborator/co-writer : **Clarke McFarlane**

Collaborator : **Leon Cain**

Logos : **Wilde Applause and Pretend Productions**

BIOGRAPHIES

HELEN CASSIDY - CREATOR, PERFORMER

Helen Cassidy has performed, trained, taught and directed in many performance disciplines including physical and classical theatre, Shakespeare, circus, clowning, burlesque, cabaret, street theatre, film and television with companies such as the Queensland Theatre, La Boite, La La Parlour, deBASE, Zen Zen Zo Physical Theatre, Grin and Tonic, Strut n Fret, Bell Shakespeare, MTC and Unlimited Theatre (UK). Helen is an award-winning actress with great range and true breadth of experience; from classics such as *The Glass Menagerie* and *Mrs Warren's Profession* (Queensland Theatre) to new works like *The Wishing Well* (Matrix Theatre/La Boite) and the clowning comedy show *The Furze Family Variety Hour* (deBase Productions/Brisbane Festival). She

has toured her own clown show to festivals across Europe and moonlighted on the variety circuit in London and New York. Career highlights include performing in *The Glass Menagerie*, *Boston Marriage*, *Orphans*, *Man Equals Man*, *Long Days Journey into Night*, *Scapin*, *Mrs Warren's Profession*, *A Christmas Carol* and *Absurd Person Singular* for Queensland Theatre. Also *As You Like it*, *The Wishing Well*, *The Drowning Bride*, *Post Office Rose* for La Boite Theatre company. Helen played London and the UK with Unlimited Theatre in *The Moon The Moon*. Her Film and Television appearances include *Sisters of War*, *Wanted*, *Australia Day* and *Through My Eyes*. Helen is also an experienced voice over performer.

After studying acting at QUT Helen went on to train extensively with Zen Zen Zo Physical Theatre; she then received the Lord Mayor's Fellowship to study physical theatre and clown in Europe and studied with Philippe Gaulier in London. Helen has received three Matilda Awards (QLD theatre awards) and was inducted into the Matilda Hall of Fame. She is a proud Equity member.

DANIEL EVANS - DIRECTOR/COLLABORATOR/SOUND DESIGNER

Daniel Evans is a writer, director, and producer who has worked across Australia in theatre, festivals, print and television. His theatrical work is about new mythologies for unreliable futures. Inspired by Pop culture, spurred on by the blur between performer-spectator, Daniel forges worlds that are ridiculously heightened, and strangely familiar, but not without heart.

Together with Amy Ingram, he founded The Good Room; a performance collective exploring themes of memory, yearning and embarrassment inside of a theatre where the domestic is made epic and the small, infinite. He has worked as the Co-Director of the National Young Writers' Festival, a five-day event as part of the emerging and experimental arts mecca This Is Not Art in Newcastle and as the Performance Program Manager at Metro Arts. He currently teaches in the Applied Theatre Department at Griffith University and works as a Producer on the Channel Nine reboot of Big Brother for Southern Star Endemol and is a contributor to frankie Magazine.

PERFORMANCE SPECIFICS

DURATION

60 mins no interval

SUITABLE VENUES

This is an intimate, edgy, provocative show, which works best in a small-medium venue of approx 60 - 100 pax

Ideal spaces would be alternative theatre spaces or a purpose built pop-up venues. The work could suit a small traditional proscenium space but would work better in a black box theatre or tent style venues.

The performer spends time interacting with the audience and presenting sections and songs from within the crowd. Easy access to stage via treads and up aisles is needed.

Venue needs to be discussed and agreed upon with presenter to ensure quality and intimacy of the production is maintained.

MAXIMUM NUMBER OF PERFORMANCES PER WEEK

6 - 8 performances per week with a minimum of 1 day off including travel days. Show can be played twice per night

MINIMUM BREAK BETWEEN PERFORMANCES

45 minutes from curtains down to house open

LICENCING AGREEMENTS

none

APRA OBLIGATIONS

This is in flux due to change in APRA licencing

TOURING PERSONNEL

The touring party consists of 2 people.

Name	Role
Helen Cassidy	Performer/producer
TBC	1 stage/tour manager, operator

PERFORMANCE HISTORY

Year	Venue	Number of performances
2017	Piazza Hut, Perth Fringe	5
2017	Cupola, Adelaide Fringe	27
2017	Underground, Melbourne Fringe	7
2017	Theatre Republic, Brisbane Festival	5

MARKETING

MARKETING COPY

One line

Join the Love-In and get set for a sexual safari!

Short

Ready for a Bed Talk? It's like a Ted Talk but hotter...

Whether you're a swinging, polyamorous, unicorn (a single dating couples); a celibate, sublimating, ascetic (not into sex) - or just plain old married... Join the love-in!

Helen Cassidy blends philosophy, dress-ups, puppetry and song into a seductively layered trifle of love, lust and learning. A classically trained actress and Gaulier-trained clown with a penchant for pushing buttons, balloons and boundaries - she's smart, funny and promises not to get the sheets (very) dirty.

"Helen Cassidy is a living, breathing goddess" The Journal (UK)

Extended

Feeling Monogamish?

Helen Cassidy's critically acclaimed cabaret comedy show is coming to [] after sell out seasons for Brisbane Festival and Perth's Fringe World.

Contemporary relationships are in a state of rapid flux, with many of us confessing to feeling a little disenchanted with the monogamy-based dogma we've been fed by society, religion and the media.

Award-winning actress and clown, Helen Cassidy, uses her comedy show Erotic Intelligence for Dummies to take a long, hard, cross-eyed look at the complexities of intimate relationships. Exploring how we can get better at them, the myriad styles of multi-love and our true animal nature - all while maintaining the mystery.

Blending philosophy, dress-ups, song, puppetry and balloons into a scandalously layered trifle of love, lust and learning Cassidy will create the ultimate bonding session. You're all invited to join the love-in for a hilarious, ridiculous and honest evening at []

"Sensational fun....Laugh out loud funny... Firing on all cylinders" Out in Perth **** 1/2

"The laughter barely ceased....Cassidy's ability to deliver tremendous, belly-aching laughter with the use of one balloon is an incredible skill" The Music **** 1/2

"You've simply got to see Helen Cassidy's one-woman hilariously enlightening show Cream Magazine

"Helen Cassidy is a living, breathing goddess" - The Journal (UK)

MARKETING SUMMARY

- Performer/creator Helen Cassidy will be available for photoshoots, press and radio interviews.
Performer will actively engage her Facebook fans and social media via images, videos and updates.
Pretend Productions and Wilde Applause to collaborate with and support venue's production and marketing campaign through social media marketing and ads
- The promotional images are very appealing for print publications.
- The new sexual revolution is alive and well in the 21st century as a bevy of news articles continue to examine our changing attitudes towards traditional monogamy and our choices between the sheets. Discussing alternatives to monogamy such as Polyamory is an on trend and easily publicised topic with broad cut-through and appeal to presenter and publications. Previous seasons have had fantastic press coverage, particularly on radio shows and via LGBTIQ media channels.
- Here are some related article links
 - "Three isn't a crowd as polyamory gets popular" (Executive Style)
 - "Top cultural trends for 2017 include polyamory" (PR Newswire),
 - "Plushophilia: Confessions of a Furry" (Tendzzz)
 - "The Rise of Sex Robots is Real" (Sydney Morning Herald).

MEDIA QUOTES

"...surprising and funny all the way through..." Stagewhispers

"In a word - brilliant!"The Weekend Notes, Melbourne

"The best show I've seen in a long time" The Weekend Notes, Melbourne

“My favourite thing I’ve seen at the 2017 Fringe....Come in relaxed and open (and perhaps a little drunk) and you will cry with laughter!” Empire Times

“Sensational fun....Laugh out loud funny... Firing on all cylinders” Out in Perth **** 1/2

“Once the juices were flowing **the laughter barely ceased....Cassidy's ability to deliver tremendous, belly-aching laughter with the use of one balloon is an incredible skill**” The Music ****1/2

“You’ve simply got to see Helen Cassidy’s one-woman **hilariously enlightening** show ‘Erotic Intelligence for Dummies’” Cream Magazine

“A flaming redhead with a wicked sense of humour” The Starfish

“Erotic Intelligence for Dummies is a lot like a successful Tindr date. The night starts off with bawdy promise, it escalates quickly into a frenzy of arms, legs and costume changes. Roles are reversed, filthy euphemisms will ensue and bizarre fetishes will be laid bare.” Mid-Century Mermaid

“Cassidy shone with improvisational skills.... a sharp, witty, and highly enjoyable show for all Fringe goers to see!” The Theatre Diary

“**Cassidy masterfully plants the seed in the audience’s mind that maybe, just maybe, monogamy isn’t the only way to experience fulfilment in life.....** Now go forth and spread the love by seeing this show!” This is Radeliade

Helen Cassidy is a living breathing goddess.” The Journal (UK)

AUDIENCE REVIEWS

VIDEO LINKS

<https://vimeo.com/227225025>

IMAGES

production shots and more images and marketing in dropbox link to
Promo kit

https://www.dropbox.com/home/PROMO_KIT



MARKETING MATERIALS

- marketing collateral and poster design elements are available.
- a2, A1 and A0 poster designs
- DL flyers design

CONTENT WARNINGS / AUDIENCES TO AVOID

18+ strong language and sexual references

SPONSOR OR OTHER ACKNOWLEDGEMENTS

n/a

TEACHER'S RESOURCES

n/a

PRODUCTION DETAILS

TECHNICAL SUMMARY

tech specs added separately

EXAMPLE SCHEDULE

TBC

CREW REQUIRED FROM VENUE

1 crew to assist bump in, tech and bump out

STAGE

See tech specs

LIGHTING

See tech specs

General lighting states and cues

Venue to supply adequate general lighting states, and coloured wash options. The ability to refocus and move lights if needed

SOUND

Sound cues are playing from Qlab via an Apple Lap top direct input to the board.

Handheld mic is used for singing. Vocal levels for songs to be programmed separately during tech and switched between and song state and general speaking state.

Pretend Productions/Wilde Applause to supply

Performer uses own wireless head set mic and a handheld wireless microphone

Venue to supply

Sound board with minimum 3 x DI's

*- quality PA and sound system including mixing board for vocals
1 x on stage DI for wireless head set mic in case of range issues.*

AV

N/A

WARDROBE

Wardrobe hanging rack required backstage

Company to supply

All costumes

Venue to supply

- Dressing room with mirror, desk and seating

FREIGHT NOTES

Suitcases no freight required

CRITICAL ISSUES

CONTACTS

Helen Cassidy - Pretend Productions : 0417 760 989

Allie Wilde - Wilde Applause : 0414 437 741