



THE VELCRO  
COLLECTIVE



# CRUNCH!

## An outdoor dance theatre show for families

Come and join Sonny, a wise woodsman of the forest. He's been a little out of kilter recently and needs your help. His friends haven't been spotted for some time, so can you come exploring with us to find them?

**CRUNCH!** is a unique and magical adventure for families (0-12 years) using live co-creation. An hour-long interactive trail invites children to contribute to the show at different stages to help find a way to bring all of Sonny's friends back together again.

Families can expect joyous dance performance, soundscapes, a jolly narrator, live music and textural interactions with the environment they are in along the way.

## ABOUT THE VELCRO COLLECTIVE

The Velcro Collective is a community interest company co-founded by Louise Brown and Lucy Ellis-Howell in 2018. Based in Gloucestershire the company brings neurodiverse, sensory impaired and disabled and non-disabled artists together to create work that reaches audiences who traditionally miss out due to barriers they may face.

**CRUNCH!** Brings together 4 performers. Directed by Louise Brown in collaboration with visually impaired artist Holly Thomas, audio describer Louise Fryer, and local visually impaired and SEN children and families.

## MARKETING

### Key Selling Points

**Accessible & Inclusive** – created for visually impaired and blind audiences, **CRUNCH!** has audio description embedded throughout.

**Environmental theme** - Exploring the 4 elements of nature in a fun and creative way for all the family to engage in and enjoy.

**Playful & Interactive** – Children’s contributions through participation are part of the co-creation of the show.

### Audience Development

**Families with young children** – Families with children of multiple ages will find something to enjoy, even the little ones still in their pushchairs. The live music, the opportunity to touch and hold things provides a way for everyone to get involved.

**New dance & theatre audiences** – The trail is a promenade style performance, meaning **CRUNCH!** engages audiences who are new to experiencing dance and theatre due to the short and snappy interactions.

**Nature & walking lovers** – Audiences can be attracted in various ways. As well as traditional audiences, **CRUNCH!** engages nature lovers and families who enjoy walks.

## TECHNICAL RIDER

**Location:** A local woodland, park or green area would be ideal with a minimum of 7 different areas to act as stopping points for performance and interactive elements e.g., by trees, by a bench, in a sheltered area, to be agreed with the venues individually.

It would need to be in a fairly quiet area. This performance can be point to point or in a loop allowing space to move between the different stopping points.

**Final Performance area:** A flat outdoor green space, minimum of 8x8m, to be cleared of any excess stones/branches/litter in advance. No slopes. Ideally away from other noisy/busy activities.

**Site Visits:** We do not have any staging or loading in, so images and an advanced video call with the festival / venue representative at the site will help us better understand the location & support our preparation. A What3Words co-ordinate would help to choose specific location/s at the site.

**Duration:** 1 hour                      **Audience numbers:** 50 people per show

**Audience information:** Sensory focused, relaxed performance, some slow walking as part of performance. Info available on the sounds, instruments that may cause triggers for audience members. Suitable for family audiences (0-12yrs). Particularly welcomes visually impaired, neurodiverse and/or SEND children and families.

**Get In/Out:** The company will need to visit the site at least 3 hours before the first show for a mark through and orientation. During this time, we will capture some site-specific details which will inform the audio description within the performance/s. Get Out - 1 hour.

**The Velcro Collective Provides:**

- Speakers/sound provision - We will bring 4 Bluetooth battery operated speakers which we will manage with help from the festival (e.g. placement in space / recharging if necessary)
- VI audience specific marketing assets for Promoters use.

**Promoter Provides:**

- Site clearance for Get in (branches, stones, litter etc).
- 2 x steward for shows and Get In. If in a public green space, some areas will need spotting.
- Rugs / chairs for audience seating for final performance area.
- Chalk board.
- Site images / video footage of suggested locations in advance.

- VI audience development support (we will help with this).
- No power necessary.

**Touring Party:** 4 performers, 1 stage manager, 1 Assistant stage manager. Producer & artistic lead at various venues.

**Transport:** Minimal tech and set on the road. Parking needed for 2/3 vehicles.

**Wraparound activity & workshops:**

The Velcro Collective can connect with and promote to VI & neurodiverse communities locally through a workshop programme. To be discussed with festivals/venues individually.

## NEXT STEPS

For more information or to discuss partnership and/or bookings, please contact Producer, Claire Teasdale: [TheVelcroCollective@gmail.com](mailto:TheVelcroCollective@gmail.com)

More information at [TheVelcroCollective.Com](http://TheVelcroCollective.Com) and on social media @TheVelcroCollective

**CRUNCH! is currently supported by**



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