

Mr Magic Media Report 2004

Murray Pioneer

Date: 10th February 2004

Details: Large article with photo of cast by Paula Thompson. Interviewed Marisa Mastrocola about upcoming show Mr Magic and the Marketing Queen.

WIN News

Date: March 2004

Details: Mr Magic cast and director were interviewed about their experiences at the Adelaide Fringe Festival.

ABC Radio

Date: March 2004

Details: Mr Magic cast and director interviewed about their experiences at the Adelaide Fringe Festival

12:2:25

Date: March 2004

Details: Review by Shannon O'Farrell. Gave the show Mr Magic and the Marketing Queen 4 stars.

Murray Pioneer

Date: 5th March 2004

Details: Article and photo. Interviewed Clare and Stephanie Strange and Marisa Mastrocola about Mr Magic and the Marketing Queen.

Mr. Magic & the Marketing Queen

Riverland Youth Theatre

THEATRE — SA



MR MAGIC AND THE MARKETING QUEEN will examine how advertising affects the lives of young people between 8 – 15. The show simulates the launch of a new BRAND that will be everything you want it to be. Through the show the methods of manipulation will be revealed - the spell broken.

Suitable Year Levels

3 – 10

Related Learning Areas

- Arts
- Environment

Curriculum Relevance

The reference to magic refers to the manipulative powers of advertising.

Teachers' Notes Available

In - school Requirements

- A change room or the performance room needs to have two exits
- 3 power points
- Upstairs Venues Suitable
- Vehicle access required
- Set up: 60 minutes
- Pack down: 30 minutes

Fowler's Live

68 NORTH TCE ADELAIDE

20 – 22 Feb 1pm

Duration: 60 mins

Price: \$5 (D\$4)

DISABILITY ACCESS:
WV / WA / WS / DT

Map 1, B6 ★ 142

In schools

METRO + OUTER METRO

23 – 25 Feb

Duration: 60 mins

Audience Capacity:

min 100 (neg)

Price: \$5

REGIONAL

Riverland, Mt Lofty, Murraylands,
Barossa Valley

1– 5 & 8 – 12 Mar

Ord

Youth performance tipped to be 'magic'

By PAULA THOMPSON

More than 1000 people are expected to see the Riverland Youth Theatre's latest production.

Titled 'Mr Magic and the Marketing Queen', it explores how advertising affects young people's lives. The play features 10 performers from across the Riverland ranging in age from 10 to 15.

Director Marisa Mastrocola said the play will be performed at various Adelaide schools for the Fringe festival.

Ms Mastrocola said it was tough and go for a while whether the performers for the Fringe would go ahead.

"We didn't think it would go ahead because we didn't have any bookings (before last week)," Ms Mastrocola said.

"We now have 1000 people booked in to see it, from a combination of three schools in Adelaide."

"It will also be shown at most of the Riverland schools and at the Chaffey Theatre (in Renmark)."

Mr Magic and the Marketing Queen will be performed at Belair Primary School, Norwood Morialta High School and St Leonards Primary School in Adelaide.

The play was written by the company's artistic director Lucien Simon

and came about after 15 weeks of workshops with RYT members.

"We had lots of discussions on advertising and marketing and the effect it has on kids' lives."

"It's a general look at the ways and means industries have of putting across products to young kids and teenagers and their battle for individuality."

Mr Magic and the Marketing Queen is an interactive performance so the performers have to be prepared to ad lib to the audience's responses.

Ms Mastrocola said the actors would have the chance to take in the atmosphere of the Fringe festival as well as performing.

"We'll be down there for three days doing shows and spend another two days giving them an art experience and taking them to a few shows."

"Hopefully they will be inspired by what the other performers there are doing."

Mr Magic and the Marketing Queen makes its debut this Friday night at the Chaffey Theatre in Renmark. One lucky reader has the chance to score a double pass to either the Friday or Saturday night performance at the Chaffey Theatre.

Call the RYT's office on 8588 3240 today to be in the running.



The Riverland Youth Theatre company's latest production Mr Magic and the Marketing Queen is being performed for more than 1000 people at the Adelaide Fringe and across the Riverland. Cast members, front, from left, Hamish Moore, 11, of Loxton, Jess Zangari, 15, of Renmark, Kieran Hanna, 14 and Jarrod Barte, 13, both of Barmera. Back row, from left, Jamie Burford, 13, and Lesley Gable, 11, both of Berri, artistic director Lucien Simon and daughter Orli-Rose, Clare Strange, 13 and Stephanie Strange, 10, of Renmark, director Marisa Mastrocola and Zoe Pettifer, 12, of Barmera.

"Mr Magic and The Marketing Queen" 12:2:25, March 2004

Mr Magic & The Marketing Queen

By Shannon O'Farrell

The show simulates the launch of a product destined to be everything you want it to be. The play succeeds in what it set out to do - to let the audience experience media manipulation first-hand without the subtleties of reality. This show was over-the-top, absurd however got plenty of laughs.

Directed and written by Marisa Mastrocola and Lucien Simon. The set was well-designed with two cardboard TV cameras and costumes chosen to suit the personalities of the characters. The Marketing Queen, performed by Jessica Zangari who wore a revealing red dress, strutting like a femme fatale and spoiled starlet. Norma Gene played by Christina Bloom wore a dress suit.

As it was the first showing, the acting was a little raw with a few minor verbal slip-ups but nothing to spoil the mood.

I particularly liked Maude (Zoë Pettifer) and Piki (Jarrod Bantel), who played both the show's clowns and the Marketing Queen's scatter-brained henchmen. Their flamboyant acting mixed with subtle changes in expression and attitude fitted the role perfectly and complemented the entire play.

Particular gems were the speech on how toddlers are the best market, Bridget B's (Jamie Burford) speech on how an anorexic body is worth broken bones, sickness and infertility while Roxy (Stephanie Strange) sang "Oops, I did it again" with style. I was surprised to find such good singing talent. The dance numbers were particularly entertaining.

