A NOTHERS Song A NEW Folk Musical Minia Azevedo

Produced by Macrobert Arts Centre and KT Producing

About *A Mother's Song*

Sarah comes from a long line of ballad singers, but has severed ties with the folk traditions of her childhood. In modernday New York City, Sarah's rediscovery of these songs and the family stories within them, force her to go on an unexpected and life-changing journey across time. From 17th century Stirling to 21st century New York City, this bold and life-affirming story follows three remarkable women at different moments in history, and traces the incredible journey of Scottish folk music across the Atlantic.

A Mother's Song premiered at Macrobert Arts Centre, Stirling in February 2023 with a limited run of 5 performances. We now want to bring the show to Edinburgh Fringe in 2024 and tour the UK. **We are looking for producing partners and presenting venues who would like to work with us to bring this memorable show to a much wider audience.**



Press Reaction

"an ambitious, expansive, evocative show about music and motherhood that brims with heart and history... Is it the next great Scottish musical? Possibly. Probably. This is certainly not the last we will see of it". **(The Stage)**

"weaves its tale like a siren song, transporting the viewer across time and place, with a hypnotising score and an electric cast." **(The Skinny)**

"ambitious, exhilarating and moving... when the audience rise to their feet at the end, it seems as though they're welcoming a major new show on the Scottish theatre scene" **(The Scotsman)**

"exquisite" (Musical Theatre Review)

"Anderson has expertly woven traditional ballads with his own compositions and the whole thing is played live by a superb four-piece band... to have a new work of this calibre hailing from Scotland is something to be hugely proud of. May it last and travel like the traditional ballads that run through it." **(The List)**

"This show adds to the slowly-filling gap of women-and queer-centred stories in the musical theatre canon and is an exciting and timely piece" (Broadway World)

Social media channels

<u>Spotify – A Mother's Song (Concert Cast EP)</u>

<u>A Mother's Song: A New Folk Musical (@amotherssong) • Instagram photos and videos</u>

<u>A Mother's Song (@amotherssong) | TikTok</u>

<u>Twitter</u>

Trailer



▶ YouTube

A Mother's Song by Finn Anderson and Tania Azevedo...

Archive recording of full show (February 2023)



YouTube

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A Mother's Song by Finn Anderson and Tania Azevedo...

The full version of A Mother's Song by Finn Anderson and Tania Azevedo, recorded on Saturday 25 February 2023 at Macrober...

Audience Appeal

Story & Music Themes

A Mother's Song follows two simultaneous strands – the migration and evolution of **folksong**, and the issue of **motherhood and choice** through the generations viewed through the perspective of a contemporary lesbian couple.

The musical language combines, strong memorable melodies and complex vocal harmonies with a unique instrumental sound world created by Finn and the band, led by MD Shonagh Murray (Orphans, Fantastically Great Women Who Changed The World, Six) with Laura Wilkie, fiddle (Kinnaris Quintet, Salsa Celtica, Rachel Sermanni), Jenny Clifford, guitars, and Signy Jakobsdottir, drums/percussion (Karine Polwart, Capercaille, Hen Hoose).



You may wish to target audiences of:

- Musical theatre
- Folk/traditional music
- Queer audiences
- Historical/period theatre
- Contemporary theatre/new writing

The audience response to A Mother's Song was strong, instinctive and immediate with a standing ovation at each of the 5 performances. Following the first show there was a 50% increase in sales for the remaining 3 days. Feedback gathered from local people were extremely positive including from young same-sex couples who felt they had been seen and many older men and women who loved it.





Engagement

A comprehensive social media campaign on Instagram, Twitter, TikTok and Facebook resulted in:

- Instagram: 79,835 impressions, 2,998 profile visits & 18,174 accounts reached
- Facebook 21.1k overall post reach
- Twitter (February) 6,419 profile visits and 106k impressions

The show appealed to a broad age range*:

- \circ 12% were 45 and under
- ⊳ 54% were 46 65
- 34% were 66+

Macrobert operates a pay what you choose ticket system. Circa 30% of the audience opted to pay the top ticket price based soley on the advanced promotion of the story and music themes.

*Drawn from known age data

Creative Team

Book	Finn Anderson & Tania Azevedo
Music & Lyrics	<u>Finn Anderson</u> (Islander)
Direction	Tania Azevedo (But I'm a Cheerleader, &Juliet)
Set & Costume Design	<u>Emma Bailey</u> (SIX)
Lighting Design	Simon Wilkinson (Bedknobs and Broomsticks)
Choreography	Lindsay McAllister (Grease, Hairspray)
Musical Direction	<u>Shonagh Murray</u> (Fantastically Great Women Who Changed The World)

With a team that has worked on several award-winning shows, the creative talents behind "A Mother's Song" bring a huge amount of experience and expertise to the production.

Development so far

2017/2018

- Finn and Tania are commissioned to write a new musical for a Scottish-American cast of students from Royal Conservatoire of Scotland (RCS) and American Music Theatre Project (AMTP). They began dreaming up the concept of A Mother's Song.
- August 2018 The students from RCS and AMTP come together to stage the first production at the Edinburgh Festival Fringe.

2020/2021

- Jan/Feb 2020 Finn & Tania undertake a 5 week residency in Chicago at AMTP, to reshape the show and workshop new material.
- April 2021 Public reading at The Lowry in Salford, with a cast of 6, as part of Rewrites festival

2022/2023

- September 2022 A Mother's Song In Concert at MacRobert Arts Centre
- October 2022 Recording <u>A</u>
 Mother's Song Concert Cast
 EP
- February 2023 The world premiere of A Mothers Song: A New Folk Musical took place from the 23rd-26th February 2023; produced by Macrobert Arts Centre and KT Producing.



About the Co-Producers

- <u>Macrobert Arts Centre</u> has a mid scale main house, studio theatre, cinemas, gallery and workshop spaces. Located on the University of Stirling Campus in the heart of Scotland it produces a leading pantomime each year <u>(Dame of Year UK Panto Awards 2023)</u>and co-produces to strengthen mid-scale touring theatre. It invests in and supports Artist Development led by Artistic Director/CEO Julie Ellen, founding Director of Playwrights' Studio, Scotland.
- KT Producing is an independent production company based in Scotland that supports the creation of new, music-led theatre projects. Previous credits include: <u>When Mountains Meet</u>; Mairi Campbell <u>Pulse</u> and <u>Auld</u> <u>Lang Syne</u>; <u>Skye Loneragan</u>; <u>The Not So Ugly Duckling</u>

Contact us:

