

## La Mostra d'Igualada spotlights young audiences and professionals

- **At the 27<sup>th</sup> edition, La Mostra encourages participation and promotes the professional aspect of the festival**
- **The programming for young people will be centralised at L'Escorxador and extends its target audience up to 18 years**
- **La Llotja for sector professionals has been moved to the Museu de la Pell, offering a larger space for exchange between companies and programmers**
- **A total of 56 shows have been programmed, including 16 premieres, with 102 performances over the four days**
- **This year's edition offers several productions that actively involve the Igualada public**
- **An economic impact study conducted by the UOC indicated that La Mostra is one of the most important professional platforms for children's and young people's theatre in Catalonia**

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**Igualada, 8 March.** From 7 to 10 April, the capital of the Anoia region will be once again centre-stage for **La Mostra d'Igualada – Children's and Youth Theatre Festival**. The 27<sup>th</sup> edition of the festival is packed with a variety of proposals and is aimed at girls and boys aged from **3 to 18 years old**, extending the scope of the target audience to the upper age limits. Young people from 12 to 18 will have their own space: **La Mostra JOVE, at L'Escorxador**.

Moreover, La Mostra **will be a meeting point for the sector**, promoting contracting, reflection and exchange of ideas associated with productions for children's and youth audiences. At this edition, La Llotja has been moved to the

**Museu de la Pell**, a new, more operational open-plan space that will hold all kinds of meetings and activities.

La Mostra d'Igualada will bring together this year a total of **55 companies**, which will carry out **102 performances**. Of these **56 productions** that can be seen during the **4 days** that La Mostra lasts (the company Brincadeira doubles up with two productions, *Vertical* and *Evolution*), **16 will be premiered. 7 are absolute premieres and 9 will be performed for the first time in Catalonia**. The proposals will be held in **15 spaces**, 10 of which are indoor stages and 5 outdoor spaces, as well as numerous wandering street performances around the city. Regarding the companies participating, **37 are from Catalonia, 13 from the rest of Spain, and 5 are international companies**. The productions have been chosen from over **430 proposals** presented.

Following the line initiated last year, La Mostra d'Igualada has been arranged into 4 itineraries according to the target audience of the show: **For little ones**, with productions for kids aged 3 to 6 years (10 productions); **For not-so-little ones**, for kids aged 6 to 12 years (13 productions); **La Mostra JOVE**, for teenagers aged 12 to 18 years (13 productions); and finally **For everyone**, with proposals for a family audience (20 productions).

### **La Mostra for everyone, with more participation than ever**

At this edition, La Mostra seeks to be more inclusive more than ever. An example of this intention is illustrated by the inaugural show, which will open the festival on Thursday 7 April at 8:30 p.m. The Barcelona-based company **Big Band Basket Beat Barcelona**, whose members include **individuals at risk of social exclusion**, will perform with **the young people of Igualada** who have been rehearsing in the days leading up to La Mostra. The company offers **BasketBeat**, which uses the rhythm and sound of basketballs as its main instrument.

Another example of social integration is **H+G**, from the Italian company **Accademia Perduta**. This production is a very special and moving version of Hansel and Gretel in which **all the actors appearing on the stage have a learning disability**.

In turn, the creator **Carla Rovira** will rely on the participation of students from **La Tarima Igualada Municipal Theatre School**, who will become part of the Rebel Chickens group. Her production ***Most of all, you've got to hide it from the chicks*** reflects on what kids want and experience when they go to the theatre.

The people of Igualada can also participate actively in the **percussion workshop organised by Brincadeira**. The company will teach batucada drumming to young people who want to express themselves through rhythm, whether on their own instruments or on the drums provided.

This year, the city and La Mostra will be more united than ever, with a wide range of proposals for getting involved. And not just artistically; at this edition, **Igualada residents have been asked to open up their homes to the artists of La Mostra**, a formula that has not been seen to date. This way, La Mostra looks to establish new links with the area. At present, around twenty families have signed up to host artists.

**La Mostra JOVE. Are you 12 to 18 years old? Drop by L'Escorxador!**

La Mostra d'Igualada continues to promote youth audiences, catering for up to 16 years until now. At this 27<sup>th</sup> edition, it has gone a step further and has incorporated various shows suitable for upper-secondary school students, so young people aged up to 18 years can find their own space at the festival. Another new feature this year is that **all proposals aimed at a youth audience will be centralised in the L'Escorxador space**.

In total, **13 productions** make up the young people's itinerary, reflecting on the use of social networks (with the productions **#Like\_Unfollow** from **TeDEBAT** and **iMe** from the company **Dara**), relationships (***Et planto (I've dumped you)*** from **El vol del pollastre**) and the role of women (***Abandónate mucho (Let yourself go)*** from **Las XL**). La Mostra also welcomes the Catalan premiere of **Adolescer 2055** from **Compañía Joven Primera Toma**, a proposal from Madrid that includes the participation of teenagers aged 13 to 19 years old. Finally, young people can also enjoy **Ragazzo** from **Teatre Tot Terreny**, the show featuring **Oriol Pla** that has pleased both audiences and critics alike during its brief stint at Teatre Eòlia, Barcelona.

**An edition packed with premieres**

The 27<sup>th</sup> edition of La Mostra is a strategic point for the children's and young people's performing arts sector and the reason why several companies have chosen the Catalan festival to **perform their new productions for the first time**. At this 27<sup>th</sup> edition, **16 companies** have chosen La Mostra to premiere their latest productions. From 7 to 10 April, there will be **7 absolute premieres** and **9 productions previously unseen in Catalonia**.

The absolute premieres include **Loops**, the new show from the Sabadell-based company **Engruna Teatre**, in which two actresses play with musical loops in a proposal for younger members that reflects on the passing of time. **Inspira Teatre** will also give its first performance of **Dibi Dubi Dubà**, the name of the three automatons that, tired of being forgotten and left behind in a warehouse, create their own fairground, a show that has been headed up by the staging director **Martí Torras** (*Rhum, Les Feliuettes, Ciara*).

**La Pera Llimonera** premieres its new production, in which an electrician tries to change a light bulb in a room where there are several babies sleeping, entitled **Plors de cocodril ("Cocodile" tears)**. In turn, **Morc Fants** presents his new one-man clown show, **Vist-i-plou (Approved & wet)** after being linked to Teatre Mòbil for many years.

Plaça de Cal Font will see the premiere of the production by the young company **Circ Vermut, Ni cap ni peus (Harebrained)**, in which its two members cause chaos with everyday actions, combining multiple disciplines: Cyr wheel, juggling, Chinese pole, play with objects, heights with chairs and acrobatics. Another premiere is the theatrical concert **La Vella Ràdio (The Old Radio)** from the company **Rah-mon Roma i els Dials**. A magical radio will bring spectators on a journey through the songs and music of Europe. Finally, Igualada will also see the absolute premiere of **Touch Clown** (see international programme).

There are **9 productions that will be shown in Catalonia for the first time** at La Mostra, including the new production from **El teatre de l'home dibuxat** from Castellon—the company responsible for the acclaimed *Pedra a pedra (Stone by Stone)*, which has been touring the world for 10 years. The company will premiere **Screen Man**, where the leading character can be seen both on the screen and as a

puppet at the same time. **La Rous** from Granada presents **Hilos** (Threads), in which they talk about the paths of life through a character who knits and **Bambalina Teatre Practicable** from Valencia will offer a show that changes at each performance, depending on how its cubes are distributed on the stage.

**Volver a jugar (Play again)** is a dance production from the Madrid-based company **Dragones en el andamio**, a visual proposal for the little ones who seek to rediscover the virtue of childhood. The Basque company **Ganso & Cia** propose **Babia**, a poetic comedy for a family audience that takes place in a warehouse of boxes; and **Cia. Albadulake** presents **Las Expertas (The Experts)**, a work with a marked female accent, in which four women propose a unique, daring show.

Other Catalan premieres are the aforementioned **Adolescer 2055** from **Compañía Joven Primera Toma** (La Mostra JOVE) and **H+G** from **Accademia Perduta** (Italy), as well as the proposal **Troppe Arie** from **Trio Trioche** (see the international programme).

### **International programme**

La Mostra will host **5 international companies: 3 from Italy and 2 from France**. Of the three Italian companies in the programme, **Touch Clown** offers the absolute premiere of its street production of the same name, in which a group of 12 clowns will play American football through the streets of the city. The show will be finalised in Igualada, where **its members will install a week before La Mostra starts as part of a residency**.

**Accademia Perduta** and **Trio Trioche** will offer the Catalan premiere of their productions. The former proposes the show **H+G**, already mentioned for its integrating element. In turn, **Trio Trioche** offers **Troppe Arie**, a concert in which several opera arias will be performed in an extravagant and entertaining way.

As regards the French companies, **Théâtre du Mouvement** presents **Encore une heure si courte (Yet Another Fleeting Hour)**, where three characters express themselves in a strange, imaginary, musical and poetic language. Finally, the installation **L'Orgarêve et ses joyeux nuages**, a carousel by **Théâtre de la Toupine**, will be installed in the courtyard of the Museu de la Pell.

### **Museu de la Pell will host La Llotja for professionals**

This year's edition has taken a major leap to promote the **professional sector**. La Llotja, the business and exchange space, which was located at Ateneu Igualadí until now, **has been moved to the Museu de la Pell**. The new larger space is designed to give the sector a new format and new energy to the professional activities that take place during the festival. This year will also feature **stands for companies, institutions, networks and companies in the sector**, which will be the epicentre for all the professional activities at La Llotja. In parallel, the space will hold a number of activities: **conferences, speed meetings, a project marketplace (for pitches) and arranged and informal meet-ups** that favour contact between the various agents.

Among these professional activities, the **project marketplace** deserves a mention, as the initiative aims to encourage the **production and creation of shows before performance**. The marketplace **enables companies to pitch their projects to programmers** and create exchange between sector professionals.

### **Towards internationalisation**

This year's edition also illustrates the festival's desire to open up European markets. For this reason, La Mostra 2016 is twinned with **two similar festivals: Au Bonheur des Mômes**, in the French Alps commune of **Le Grand-Bornand**; and, **Segni d'Infanza**, which is held in **Mantova**, in northern Italy. This twinning seeks to share experiences and knowledge.

La Mostra d'Igualada has been working hard on this mission throughout the year, representing the festival at several other festivals: apart from **Au Bonheur des Mômes** and **Segni d'Infanza**, it has been present at **Noël au Théâtre** in Brussels, **Momix** in Kingersheim; as well as at the Spanish festivals **FETEN. Feria Europea de Artes Escénicas para Niños y Niñas** in Gijón and **Feria de Teatro de Castilla y León**, and at the Catalan festivals **FiraTàrrega** and **Fira Mediterrània de Manresa**.

**La Mostra has also become part of COFAE**, the Spanish Coordinator of Performing Arts Trade Fairs in Spain and of **ASSITEJ-Spain**, the Association (ASSITEJ) of Theatre for Children and Young People with an international scope.

**The commercial impact of La Mostra**

**A study carried out by the Open University of Catalonia (UOC) illustrates the importance of La Mostra** in the children's and young people's theatre market in Catalonia. The study indicates that the contracting volume was **€623,813** for buyers and **€735,880** for sellers.

According to all the entities interviewed, participation at La Mostra generated **1,363 performances**: the entities with a buying profile generated a total of **450 contracts** (3.5 contracts per organisation, with an average of 2.4 passes per signed contract), and entities with a selling profile generated **546 contracts** (3.4 contracts per attending organisation and an average of 2.6 passes per signed contract).

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