

What's Coming out of the Box? & Parrabbola
present

SPREAD THE LOVE



For more information or to book *Spread the Love*, contact Skylar
skylar@parrabbola.co.uk

07784819412



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SPREAD THE LOVE

A MULTI-SENSORY EXPERIENCE FOR ALL AGES

Spread the love is a walkabout piece, exploring sensory responses to the question: *What is Love?* It is the cheese on the toast, the cherry on the cake, the pink and fluffy, and the warm fuzzy feeling inside!

The love is spread by our 'love machines', performers who are the two-halves of a single heart and they use all five senses to ask and propose answers to our question:

- Participants peep through a peephole in the performer's heart hat and watch a short animation about what love looks like
- They listen to the cheesiest and most serious love songs from around the world, by listening through the love machine's gloves
- They can touch the fluffy, the furry, the sticky, the warm and the ice-cold through feely pockets concealed in the performer's cloak.
- They can taste the sweet and nostalgic love hearts that the machine distributes – and of course read the unique message.
- They can smell what love is as various scents are sprayed onto a special Spread the Love card which they take away as a keepsake.

With each sensory experience, there are a variety of options so each participant has a unique interaction with one of the performers, and as the number of combinations is so vast no two audience members can possibly have the same experience. It is equally enjoyable and spectacular to watch from a distance as well – observers are intrigued by the interaction they can see, and the audience experience is often carried on by the participants as they share with each other what sound/smell/touch they had.

It is suitable for all ages and is entirely accessible for all audiences.

To view the showreel, visit: <https://vimeo.com/191521404>



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WHAT CLIENTS HAVE SAID

“Very successful day greatly enhanced by the Spread the Love performers”

Duncan Brannan – Bethersden Jubilee Street Party

“The one to one interaction was just the ticket – engaging people and giving some food for thought too”

Diana Lamb – Friends of Dunorlan Park Jubilee Picnic

“Great! They were fun, bright, interactive and added an unusual experience to our fairly traditional village fete”

John Wolsey-Cooper – High Hurstwood Village Fete

“This was the perfect 'street' entertainment. Suitable for all ages and audience types”

Penny Cracknell – Ightham Coxcombe Fair

“The performance suited our event down to a ‘T’. We were particularly impressed with the flexibility of the performers.”

Michael Hambridge – Hastings Olympic Torch Celebrations



PRODUCTION HISTORY



Spread the Love was commissioned in 2011 by Gi20 for festivals in Spitalfields and the Stockton International Riverside. In 2012 it was supported by Applause Outdoors 212: a project of Applause Rural Touring and PANeK (Performing Arts Network Kent) to tour around Kent and East Sussex. *Spread the Love* toured numerous village fetes and Jubilee Parties as well as the following events:

Spitalfields Festival, London
Stockton International Riverside Festival
Sensation Festival, Chelmsford
Corn Exchange Newbury
Tonbridge Arts Festival
Fuse Festival, Chatham
Deal Festival
Folkestone Hosts the Boat
Swindon Big Art Day
Eurofair, Canterbury
St. Leonard Festival
Hastings Torch Relay
Alford Craft Market
Herne Bay in Bloom
Ramsgate Summer Squall

The machines have been undergoing refurbishment since 2024, when a partnership with TESZT Festival in Timisoara brought them back to life. They are now ready for action, and we are excited to *Spread the Love* again!

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TECHNICAL INFORMATION

PREP TIME: 20-30 min

TECHNICAL REQUIREMENTS: Changing space required. Ideally with access to power to recharge DVD and MP3 players, but we have sufficient equipment to enable us to run through a whole day without the need to recharge.

PARTICIPANTS PER WALKABOUT SESSION: 40-50 individuals

AUDIENCE: unlimited

GOOD TO KNOW: Wordless performance – interactions are with mime and gesture only. So it works well in a busy environment or where there is some ambient noise.

WEATHER: the performers can go under any shelter, space is not a limitation. However, due to the designs on the costumes and the technology in use, we prefer they stay out of rain.

FEE: £550/day (includes show with 2 performers and 1 technician)
– transport & accommodation to be negotiated per engagement

Discounts available based on multi-day agreements.



Please talk to us about your event – we'll happily make a bespoke performance for parties, product launches and anything else you can think of.



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A COLLABORATION BETWEEN PHILIP PARR & ESTELLE ROSENFELD



Philip Parr is a highly experienced director of theatre, opera, festivals and events. He specialises in large-scale site specific (often outdoor) participatory theatre as Artistic Director of Parrabbola. He is the director of the biennial York International Shakespeare Festival – the only festival in the UK which is focused on Shakespeare in an international context and in other languages. He can also be found producing community-centred and socially engaged work in London and the West Midlands, or travelling to various Shakespeare festivals internationally as the European Shakespeare Festivals Network Chair.

He met **Estelle Rosenfeld** in 2010, when she needed an outside eye from a director for further development on her outdoor show, ***Take the Pose***. Estelle is interested in playing with the boundaries between performing art and visual art and likes to create work at the crossroad of art-forms. In her work to date she has been trying to relate to audiences in unexpected ways and exploring the possibilities of site specific and outdoor work.

Spread the Love is produced and managed by Parrabbola, made possible by Estelle's outdoor production company What's Coming out of the Box?

For more information about What's Coming out of the Box? visit www.what-box.org

For more information about Estelle Rosenfeld, visit www.estellerosenfeld.com

For more information on Parrabbola and Philip Parr, visit www.parrabbola.co.uk or find us on [Facebook](#) & [Instagram](#) @Parrabbola



A FLEXIBLE EXPERIENCE FOR ALL EVENTS



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