

The Off West End Theatre Awards 2011

The OFFIES

Sunday 27 February, 2pm

hosted by Simon Callow & friends

at Wilton's Music Hall

MEDIA RELEASE :: 10 FEBRUARY 2011



OLIVIER OR OFFIE?

While *Love Never Dies* shapes up against *Legally Blonde*, *Love Story* and *Fela* for the coveted **Olivier Award** for Best New Musical, in another part of town **The Offies** (The Off West End Theatre Awards) have an equally intriguing line-up with *PORN-THE MUSICAL* that premiered at Theatre 503 in Battersea with a fearless explosion of heart, soul and cleavage, squaring up to Theatre Royal Stratford East's *BRITAIN'S GOT BHANGRA*, dancing in the aisles from the sequin clad 80s to the RnB fusion of today, and *SILENCE - THE MUSICAL* at Above The Stag, a breathtakingly brave parody of *The Silence of The Lambs* with gleefully unstoppable bad taste and a chorus of tap-dancing lambs. Who will win Best New Musical? Watch out for The Offies as well as The Oliviers!

The Offies – OffWestEnd.com's maverick independent theatre awards hosted by Simon Callow – will be held at Wilton's Music Hall in East London on Sunday 27 February 2011. Follow full coverage of the event on www.offwestend.com.

The Laurence Olivier Awards – the most prestigious awards in London's Theatreland – will be held this year in a revamped ceremony at the Theatre Royal Drury Lane on Sunday 13 March. Follow full coverage of the event on www.olivierawards.com.

BACKGROUND

The **OFFIES** were launched in January 2010 by campaigning website **OffWestEnd.com** to reward and honour excellence and to help raise the profile and status of independent theatres in London. At the end of this month, independent theatres located – above a pub, under a railway bridge, in a converted warehouse or under a proscenium arch – will celebrate their achievements with the under-paid and over-talented artists, production crews and producing teams who inhabit and reinvent these spaces daily.

The **OFFIES** award ceremony will be a relaxed invitation-only event for 300 guests representing the heart of the independent theatre industry including:

- ♥ Stage legends who started their careers on the fringe such as Simon Russell Beale, Janet Suzman, Michael Pennington, Lindsay Duncan, Alex Jennings and Linda Marlowe
- ♥ Artistic directors from 90 theatres participating in OffWestEnd.com such as Michael Attenborough (Almeida), David Jubb (BAC), Sean Holmes (Lyric Hammersmith), Neil McPherson (Finborough), William Burdett Coutts (Riverside Studios), Steve Marmion (Soho) and Kerry Michael (Theatre Royal Stratford East)
- ♥ The Panel of Critics: Mark Shenton (Sunday Express/The Stage), Matt Wolf (International Herald Tribune), Ian Shuttleworth (Financial Times), Daisy Bowie-Sell (Telegraph), Paul Vale (The Stage) and Roger Foss (LBC)
- ♥ The 40 Assessors from Masterclass at Theatre Royal Haymarket who assessed over 300 shows in 2010 and nominated the long list of potential winners http://www.offwestend.com/index.php/pages/the_offies
- ♥ Individual and corporate donors to the arts, including event sponsors AKA, Berkeley Square London, Fells Wines, Radisson Edwardian Hotels, RHWL Arts Team, SOUK360, TAG, Ubiquitous and Darkweeks.com
- ♥ Nominees in 17 award categories chosen by the Panel and 9 award categories chosen by the Public Vote

The shortlist of finalists chosen by The Panel of Critics has been published under BREAKING NEWS on <http://www.offwestend.com/index.php>

The end date for the Public Vote is Monday 14 February 2011.

All winners will be announced at the ceremony on Sunday 27 February 2011.

The OFFIES 2011 At A Glance

Date: Sunday 27 February 2011 at 2pm

Venue: Wilton's Music Hall, 1 Graces Alley, London E1 8JB

Awards Producer: www.offwestend.com/index.php/pages/about_us/

For more information, interviews and images please contact:

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