

The Off West End Theatre Awards 2011 aka The OFFIES

Sunday 27 February, 2pm

hosted by Simon Callow & friends

at Wilton's Music Hall

MEDIA RELEASE :: 7 FEBRUARY 2011



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.

"Theatre is half brothel, half church - Off West End is the maternity ward of creativity and we are proud to champion it." **Louise Jameson - patron of OffWestEnd.com**

"Awards for success in Off West End theatres bring welcome attention to their vital and inspiring work." **Sir Ian McKellen**

"Awards that celebrate the often radical, risk-taking work taking place beyond the West End are hugely welcome. I wish them every success."
Michael Attenborough - Artistic Director - Almeida Theatre

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 Coult (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/
Nominees: http://www.offwestend.com/index.php/pages/the_offies

Photo Opportunity: Our sponsor www.ubiquitousaxis.com has donated twenty branded black cabs for the month of February. The cabs will include some theatrical set-design elements, including red-velvet curtains, for a truly VIP theatre box experience! Prior to The Offies, we are able to arrange a group, such as **Most Promising New Playwright** nominees, to pose for an arresting image in front of the VIP black cab to accompany editorial. Please also note: On Sun 27 February at 1pm*, stage legends such as Simon Callow, Simon Russell Beale, Janet Suzman, Michael Pennington, Lindsay Duncan, Alex Jennings and Linda Marlowe can be photographed stepping out of a theatre-inspired black cab in front of Wilton's Music Hall. www.wiltons.org.uk
Other celebrities and stage legends to be announced.



*Time may vary and is subject to weather conditions.

For more information, interviews and images please contact:

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