

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 :: 25 FEBRUARY 2011



TRANSFORMING THE TROPHY

The concept of carving an award out of the wood of old stage sets and stage doors came early on in our discussions with The OFFIE Development Team. Independent theatres responded with enthusiasm with *The Kings Head* donating the most historic plank of all from their recently ripped up 40-year-old stage dating back to when Dan Crawford first launched his ramshackle brilliance in the back room of this 1850s pub in Islington.

Actor, Anthony Ofoegbu, designed the concept and began carving. When the theatres' own wood splintered *"I specifically sought out sections of oak wood that expressed strong characteristics through their patina designs that could be seen as flaws but I see as dramatic stories or moments to read - shimmering like gold bars or semi precious stone. Such is the beauty and elegance of oak wood."*

The wood of the trophy has come to represent the door - the stage door - to success bearing a symbolic brass hinge. The perspex tower mounted beside the wood represents light and dark, strength and honesty, creativity and transparency. The jagged crack between the two represents breakthrough and hope. As Anthony suggests *"Peak through the crack in the stage door and glimpse your potential!"*

"We are so grateful to Anthony – we're delighted to be giving something so unique and individually sculpted to our award winners this Sunday!"

Sofie Mason, Director, OffWestEnd.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.

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

The OFFIES 2011

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 please contact:

Violetta Tasic | violettatasic@hotmail.com | 0779 236 0028

Sofie Mason | sofie@offwestend.com | 07957 344 667