

NOUSKA HANLY PR

LONDON

PRESENTATION : SEPTEMBER 2013

PARK THEATRE

“A spanking new five-star neighbourhood theatre.”
Independent

“A stunning £2.5 million playhouse.”
Guardian

“A first-rate new theatre in North London.”
Daily Telegraph

“This smart new Finsbury Park venue.”
Evening Standard

“North London is lucky to have such a venue.”
Daily Mail

“A splendid new theatre.”
Arts Desk

“Park is a pleasant, airy place, brimming with enthusiasm.”
The Stage

“A splendid new neighbourhood theatre... with buzzy bar and sleek design.”
What's On Stage

“We must all wish the venture well.”
British Theatre Guide

“This will undoubtedly be the new theatre that you just have to go to.”
OneStopArts

Daily Mail

THE INDEPENDENT

THE SUNDAY TIMES

THE HUFFINGTON POST

the guardian

The Times

The right place. The right Times.

THE INDEPENDENT
ON SUNDAY

Telegraph.co.uk

London Evening Standard

TimeOut
London

OK!
FIRST FOR CELEBRITY NEWS

WHAT'S ON STAGE

Return to the homepage
TATLER since 1709

THE STAGE

Bystander

See pictures from the world's best parties!

PLAYBILL
Serving theatre since 1884

Living North resident

KENSINGTON & CHELSEA
REVIEW

The Lady for

Islington Gazette

Camden New Journal

ARTS
PROFESSIONAL

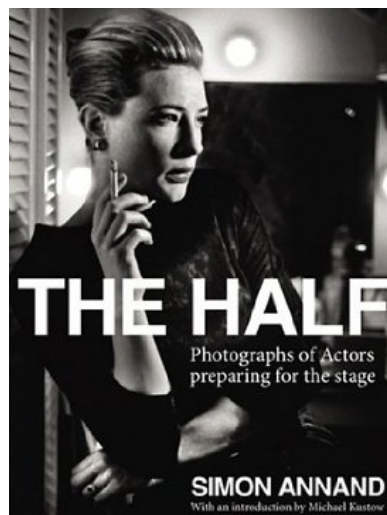
CamdenReview
Camden's take on the London arts scene

Islington Tribune

SPEAR'S



BRAND AND INDUSTRY LEADER PARTNERSHIPS FOR PARK THEATRE



NOUSKA HANLY PR | GALA NIGHT

I gave exclusive press access to this event to world famous photographer Richard Young: The BBC, The Evening Standard, and The Stage. The event was then later covered in Tatler, Spears, International Life, and a further seven titles.

Along with assisting in the organisation and sponsorship of this sold out event over several months, I also co-ordinated the filming of the event with a BBC documentary crew; hosted several corporate sponsors and conducted Vox Pops interviews with the high profile guests on the night.



PARK THEATRE

"Nouska has managed all Park Theatre's PR, forging great relationships with national and local press as the theatre has been taking shape. Her networking skills, her passion for theatre and enthusiasm for all that she's involved with shines. We're very pleased to have her on board for the opening of the theatre and its first season"

Jez Bond (Artistic Director, Park Theatre)

"I've never seen so much press coverage for a theatre before its even opened. Nouska is what we all want in a press rep: determined, energetic, relentless, optimistic and thorough. She has really put Park Theatre on the map"

**Stuart Piper
(Managing Director Cole
Kitchenn)**

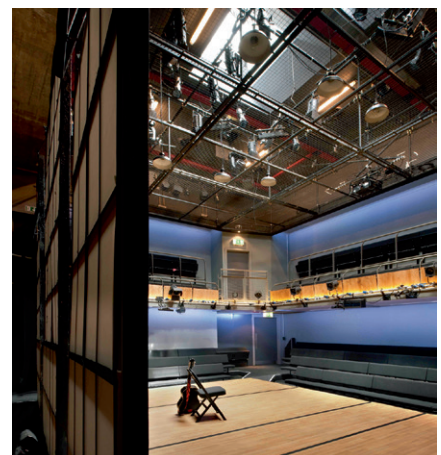


"I have only wonderful things to say about Nouska Hanly's publicity work on my production of Yellow Face. Thanks to her brilliant press campaign, our show was attended by a huge number of press VIPs and became a sell out success. We were hugely happy with the work Nouska did for us and I have been heartily recommending her work to other producers ever since."

Lucy Fenton (Producer, Yellow Face at Park Theatre)

"Though I hadn't had a play produced in London for over in two decades, Nouska Hanly found every opportunity to get the word out about my show. By placing features and getting reviews in the major outlets, prioritizing interviews to efficiently utilize my time, and always guiding me with skill and charm, she deserves much of the credit for making Yellow Face at Park Theatre a four-star success. I look forward to working with her again soon!"

**David Henry Hwang (Obie & Pulitzer Prize-Nominated playwright,
M. Butterfly, Yellow Face, Chinglish)**





"I have known Nouska Hanly for six years. Nouska has a natural talent for writing and has previously covered my weekly column in the Sunday Express. Nouska has the ability to deal with the entire spectrum of the arts on a realistic but at the same time deeply informed basis, combining her writing talent, and PR skills to great effect.

An immense realist, Nouska has implemented her extensive experience in the theatre with her writing abilities and her wide ranging and thorough knowledge of the arts in general to great success with the work she has done for Park Theatre. I believe Nouska is one of the future's great arts publicists."

Jeffery Taylor (Author, Critic and Arts Feature Writer for The Sunday Express. Vice President, The Critics Circle)

"Nouska Hanly has PR experience beyond her years. The job she has done for Park has generated exposure equal and above that of PRs who are more established. her drive and determination to place stories is impressive and very effective."

Chris McGill (Park Theatre Board member and Owner of Milktrousers, West End Promotions)



I have worked with Nouska on numerous stories and I have always found her to be bright, imaginative, dedicated and highly efficient. She is a committed and hard-working PR professional.

Rashid Razaq (Evening Standard journalist)

"Park Theatre is big news for the local community, and as a result is big news for Living North Resident (previously Living North). During the build up to the grand opening, I have on countless occasions wanted to piece together editorial features around Park Theatre – and Nouska Hanly has been a massive help in ensuring I hit deadlines. There have been times when I have contacted Nouska late in the day for last minute editorial, but she has still turned around everything I needed. Very efficient, helpful and friendly to boot, Nouska is the kind of PR that makes me really enjoy my job."

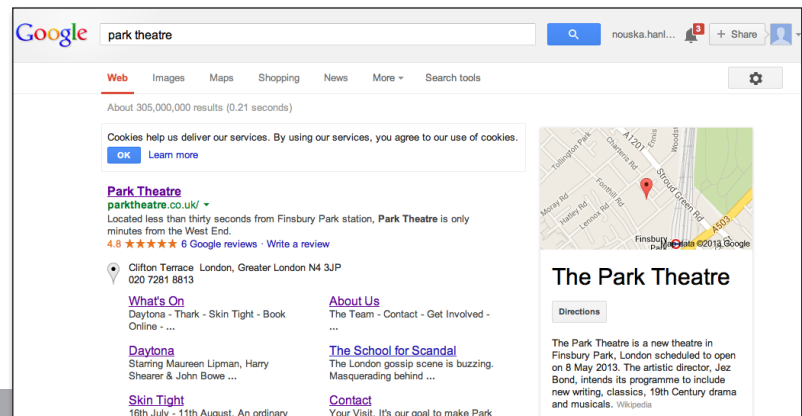
Mark Kebble Editor (Group Editor, Archant London Magazine Division)

Nouska Hanly's incisive and penetrating writing on performance springs out of an intelligent, sensitive mind and many years professional experience on the stage. She is diligent, careful and determined to get to the heart of any performance and lay it bare for the reader. Her independence and knowledge are manifest in every sentence she writes, and makes her work mandatory reading for anyone who wants to know what is going on in theatre today.

Guy Kennaway (Author: Jonathan Cape and Canongate, Sunday Express & The Independent)

I designed, implemented and managed the press campaign for Park Theatre, North London's brand new £2.5 million arts venue.

Via over one hundred articles in the national press across all the major titles, I single handedly took the theatre from a completely anonymous project to its current enviable press profile within a timeframe of nine months.



As a direct result of my press coverage, I ensured Park Theatre rose to the number one google search result with no SEO investment required. After arranging for ITV to list the Park Theatre website following its first feature on Loose Women, Park Theatre overtook an Odeon Cinema to become the foremost google result for the Park Theatre brand.



Six months before Park Theatre opened - I had already generated a substantial press campaign including numerous features in The Evening Standard, The Sunday Times, The Telegraph, The Independent, The Guardian, The Daily Mail, The Financial Times, Tatler, Ok, Time Out, Spears, International Life, The Stage, Living North Resident, Whats On Stage, International Arts Manager and local titles Islington Gazette, Hackney Citizen and Camden New Review

Before opening the theatre had featured twice on ITV's Loose Women, BBC1's Memories, BBC London, BBC Radio London and Italian Radio as well as articles on countless websites, blogs; in books and in all Dewynters programmes across Really Useful Group and Nimax theatres in London's West End.

In June 2012, almost a year before opening, the theatre was cited as a symbol of regeneration for the Finsbury Park area.

It was chosen as the host venue for the signing of a Tri Borough agreement - The Finsbury Park Accord, an agreement between Islington, Hackney and Haringey Councils.

In October 2012 The Park Theatre Gala was hosted by Sir Ian McKellen.

The sold out gala was attended by Benedict Cumberbatch, Evgeny Lebedev, Stephen Daldry, Stephen Poliakoff, Tom Stoppard, Patrick Stewart, Romola Garai, Anna Maxwell Martin, Maureen Lipman, Lord Jeffrey Archer, Celia Imrie, Sean Mathias, Timberlake Wertenbaker, Rupert Goold, Josie Laurence, Tom Ellis, Tamzin Outhwaite, Tim Piggot-Smith among many luminaries of stage and screen.

The final £100,000 for Park Theatre's Education floor was raised through the gala's auction.



"If you're one of the lucky people like me who have actually visited Park Theatre and been shown around, you'll understand why I'm encouraging you to support it. The idea of the education space is right at the heart of the artistic intensions of the theatre; to develop new work, new writing and bring in local people, particularly young people and generate their interest in all things theatrical."

Ian McKellen

"Park Theatre is an exciting and very bold idea: I couldn't be more impressed by the plans or by the dash and daring of those behind it."

*Sir Nicholas Hytner,
Director, National Theatre*

"The Park Theatre gala was incredibly glamorous, I'll certainly come to the first show."

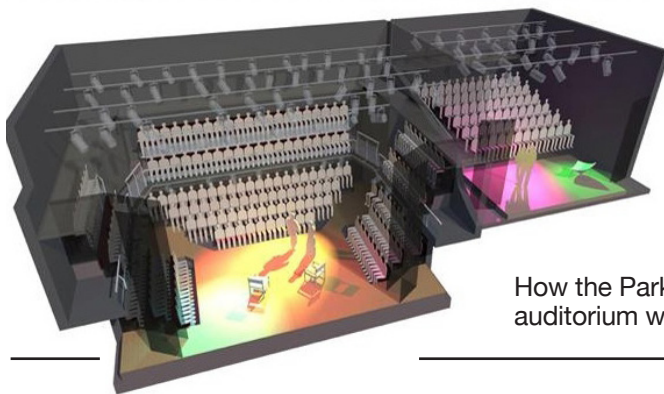
Rupert Goold

London Evening Standard

CASE STUDY FOR EVENING STANDARD RELATIONSHIP I HAVE BUILT ACROSS APPROX ONE ARTICLE PER MONTH SINCE JAN 2012

THE THEATRE'S DIRECTOR HAS NOW BEEN NOMINATED FOR AN EVENING STANDARD INFLUENTIALS AWARD

Putting Finsbury Park on the theatre map: Ian McKellen and Celia Imrie back £2.2 million venue



PARK
THEATRE

How the Park Theatre auditorium will look.



Classics and new works at theatre with star backers

A NEW £2.5million theatre with a host of celebrity supporters will open in Finsbury Park in May with a mix of classics and fresh works.

The Park Theatre's first season will include acclaimed directors David Grindley and Harry Burton, and casts led by Maureen Lipman and Belinda Lang.

Lipman will star in the world premiere of *Daytona*, by actor Oliver Cotton, about a couple trying to win a ballroom dancing contest. Grindley, whose hits include *Abigail's Party*, directs.

Lang is in a new production of Sheridan's *The School for Scandal* directed by Jessica Swale. Actor Clive Francis has produced a new adaptation of the farce *Thark* by Ben Travers. Burton, who worked with Lee Evans and Jason Isaacs in



Dancing queen: Maureen Lipman stars in *Daytona* world premiere

Pinter's *The Dumb Waiter*, will direct the premiere of *Casualties* by Ross Ericson. The theatre is the project of artistic director Jez Bond and backers include Tamzin Outhwaite, Ian McKellen, Celia Imrie and Alan Rickman.

The venue was funded through trusts, foundations, private individuals and a property sale.

London's oldest theatre hosts gala for its newest



Anna Maxwell Martin and Tom Soppard



Curtain up on London's new stages

Audiences seeking risk-taking theatre have two new venues to visit - The Park Theatre in Finsbury Park and the Southwark Playhouse in its new home

Tamzin: Start children on the theatre when they're young