

# PECHO MAMA

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Marketing Pack

**MEDEA**  
ELECTRONICA



*'To put it simply, Medea Electronica is the kind of show I wish I saw more of. It's expertly crafted, performed to the highest standards, thematically fearless, smart as hell and cool as fuck.*

*I can't recommend it enough.'*

**London City Nights**

*'Pecho Mama's inspired production elegantly blurs the boundaries between classical theatre, dance and live synth gig. Mella Faye, our struggling housewife heroine, was nothing short of mesmerising as the human embodiment of a live concept album, emotion seeping out of every pore and literally bleeding for the role. Chaos ensued as Goldfrapp-esque electronics throttled the audience and some haunting visuals left the lasting impression of a bold creative talent and that rarest of things: something genuinely new.'*

**The Latest**

A PECHO MAMA production, made with the generous support of:

**D** Brighton Dome



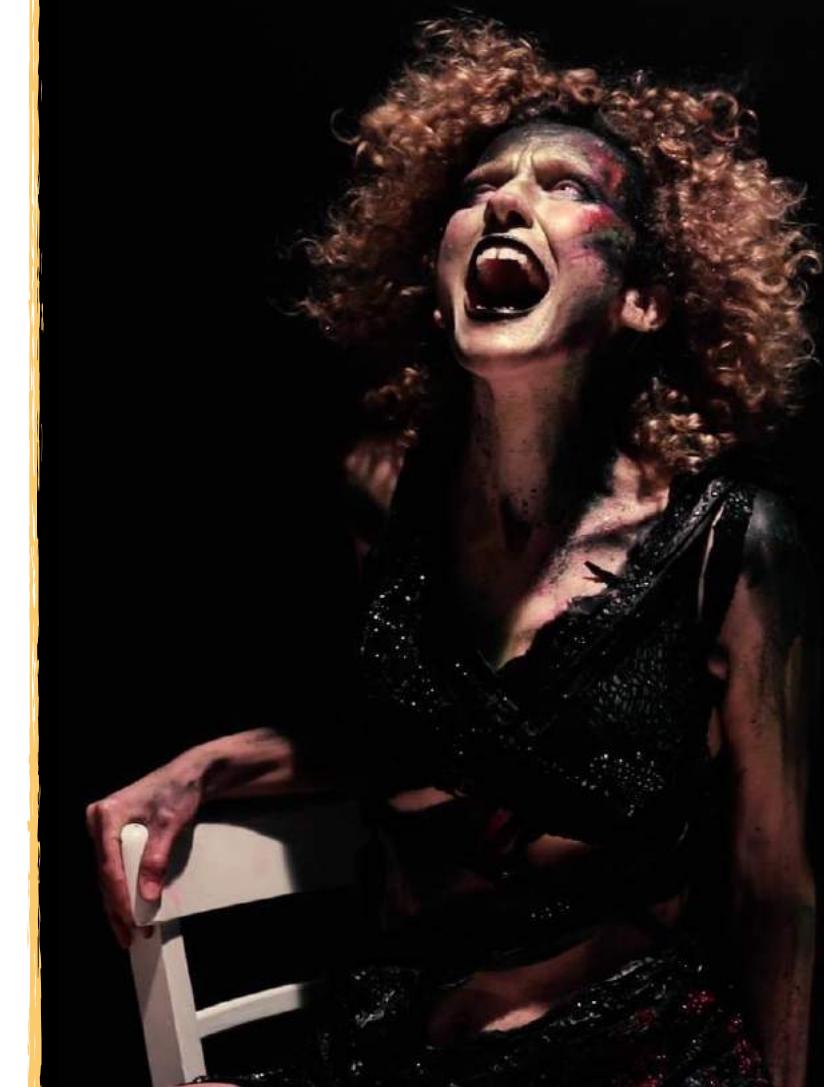
**THE FIRESTATION**



**THE OLD MARKET**

ARTS COUNCIL  
ENGLAND

Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



*'awe-inspiring'*



BROADWAY BABY

*'powerhouse'*



MIND THE BLOG

*'electrifying'*



THEATRE BOX

*'superb'*



STAGE TALK



*'powerful'*



UPPER CIRCLE

*'spellbinding'*



CUB MAGAZINE

*'visceral'*



BREAKING THE 4TH WALL

*'extraordinary'*



FRINGE REVIEW

Marketing Pack



*'The climax is classic. A manic drummer. Billowing smoke. Lights conjure Medea in silhouette, bathed in blood red. The final tableau rightly brings a standing ovation from a packed house.' Brighton Source*

# MEDEA ELECTRONICA



**Medea Electronica** is a powerful and deeply moving retelling of the Greek tragedy, set in 1980's rural England. Staged amidst an electrifying live gig, this is a heart stopping story of a family caught in the brutal throes of a marriage unravelling.

Brand new company **Pecho Mama** exploded onto the theatre scene in 2018 with this bold, imaginative and genre defying debut.

**Pecho Mama** is a collaboration between UK performers and musicians, led by Artistic Director Mella Faye. Together, the company trample the boundaries between theatre and live music, in order to make work that is raw, savage, beautiful and challenging.

## Voice Cast

*Jason East* Toby Park (Spymonkey)

*Michael East* Reece Pockney

*Peter East* Stanley Warbrick

*Mrs Cranston* Emma Edwards (A&E)

*Simon Williams* George Williams (Fine Chisel)

*Daniel Glouce* Oliver Harrison (ITI)

**Script** Mella Faye

**Sound Design** Simon Booth

**Lighting Design** Mella Faye & Jack Weir

**Costume** Emma Guard

# MARKETING RESOURCES

## LONG COPY (150 words)

**Medea Electronica** is a powerful and deeply moving gig-theatre retelling of the ancient Greek tragedy, set in 1980's rural England.

Staged amidst an electrifying live gig, this is a heart stopping story of a family caught in the brutal throes of a marriage unravelling.

Brand new company **Pecho Mama** exploded onto the theatre scene in 2018 with this bold, imaginative and genre defying debut.

**Medea** is an ancient tragedy, best known for its savage act of filicide as an act of revenge.

Theatre lovers and live music fans alike will fall in love with this genre-defying new company.

'a stunning kaleidoscopic journey into hell itself' \*\*\*\*\* **Broadway Baby**

'expertly crafted, performed to the highest standards, thematically fearless, smart as hell and cool as fuck' \*\*\*\*\* **London City Nights**

'every instant packed with intensity, power and rawness' \*\*\*\*\* **Stage Talk**

'an exquisite piece of theatre, brilliantly executed and not quite like anything I've seen before' \*\*\*\*\* **Theatre Box**

## MEDIUM COPY (75 words)

**Pecho Mama**'s bold and genre defying debut is a powerful and deeply moving retelling of the greek tragedy, Medea. Staged amidst an electrifying live gig, this is a heart stopping story of a family caught in the brutal throes of a marriage unravelling.

'expertly crafted, performed to the highest standards, thematically fearless, smart as hell and cool as fuck' \*\*\*\*\* **London City Nights**

'a stunning kaleidoscopic journey into hell itself' \*\*\*\*\* **Broadway Baby**

## SHORT COPY (40 words)

Pecho Mama's 'exquisite theatrical performance' (The Verse) is a gig-theatre retelling of the ancient Greek tragedy. Powerful and deeply moving.

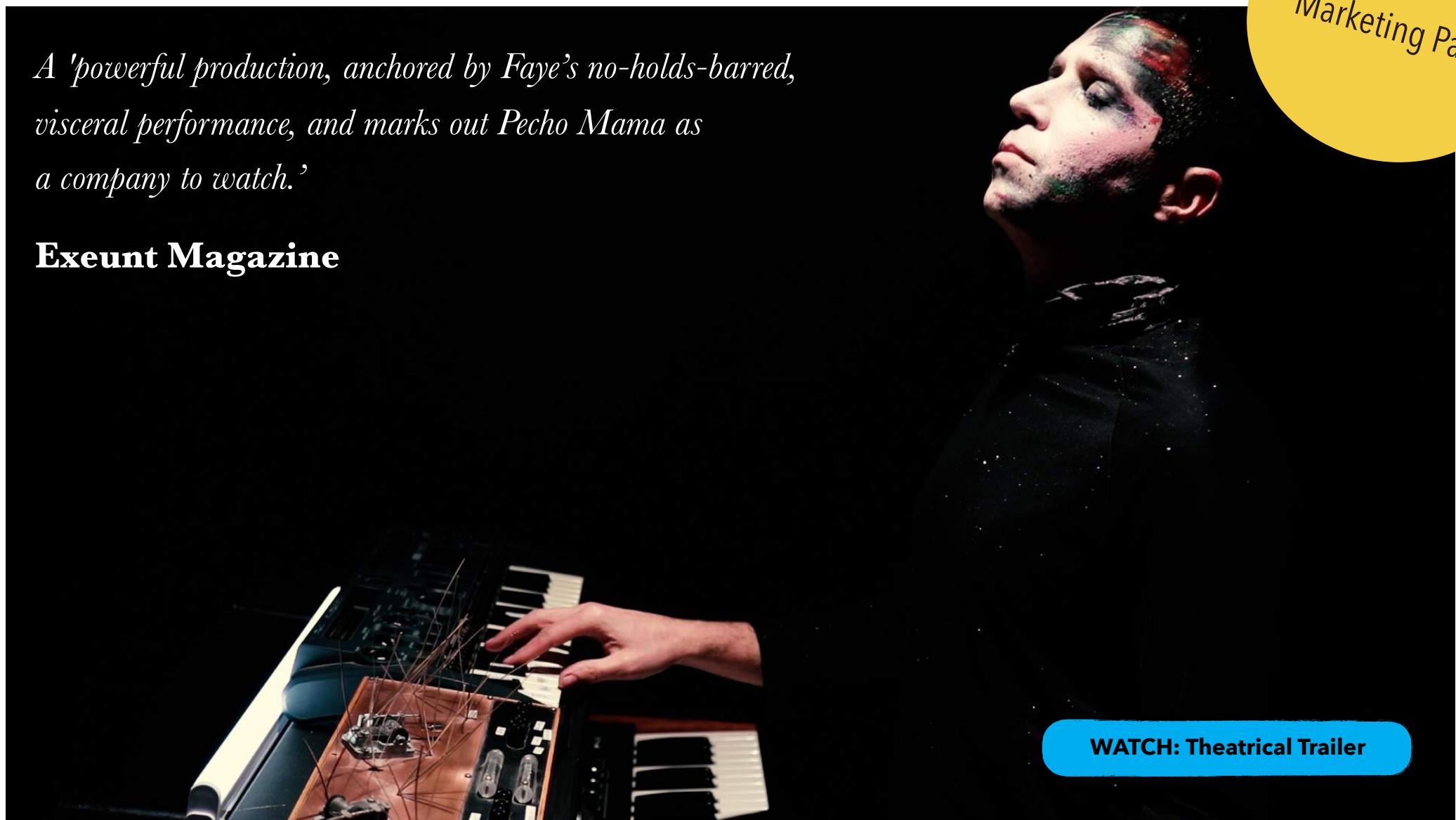
'expertly crafted, thematically fearless, and cool as fuck'  
\*\*\*\*\* **London City Nights**

'left with goosebumps'\*\*\*\*\* **Broadway Baby**

Marketing Pack

*A 'powerful production, anchored by Faye's no-holds-barred, visceral performance, and marks out Pecho Mama as a company to watch.'*

**Exeunt Magazine**



[WATCH: Theatrical Trailer](#)



@Pecho\_Mama #MedeaElectronica



@Pecho\_Mama #MedeaElectronica

#Savage #GigTheatre #PowerfulTheatre #GroundbreakingTheatre #MotherLove # WomenInTheatre #RockandRollTheatre #Electronica

*'Pecho Mama have crafted a play that taps deep into something primal within you and is simply awe-inspiring to see.*

*It is theatre at its most intense, frightening, visceral and, at times, painful to watch.*

*I loved every single minute of it.'*

## Broadway Baby



**Suitability:** Medea Electronica is suitable for theatre going audiences and live music audiences alike, and therefore appropriate for engaging new audiences across genres.

**Age Guide:** Suggested 14+ for disturbing themes.

**Programming Ideas:** New Writing, Experimental Music, Greek Tragedy, Women In Theatre, Experimenting Across Genres, Festivals. The show is scalable and best suited to mid-large scale venues.

**Touring Company:** 3 Performers, 1 Technician & 1 Stage Manager.

**Running time:** 70 minutes (no interval). Can be adjusted to 60 minutes if necessary.

**Technical:** Minimum playing space of 5m x 4m required. Some indoor pyrotechnics used. We tour with our own technician. Please request our full technical pack.

# FREQUENTLY ASKED QUESTIONS

## ***When did you make the show?***

It was created between 2016 and 2017, with scratch performances at Brighton Dome and Marlborough Theatre. It then previewed at The Old Market (Hove) and Windsor Fire Station in March 2017 and in Caen, France in April 2017, where the album was recorded.

## ***Who is this show for?***

Audiences aged between 16 and 60. Student audience comments we've had; '*not seen anything like that before!*', '*best thing I've ever seen*' and *I can't stop talking about it*.' Mothers of children any age have been hugely affected by the production and have been moved to write to us after seeing the show; '*Amazing, enthralling, appalling*', '*I can't tell you how much I felt for the character, we were all in tears*' and '*Thank you so much for an incredible night. It will stay with me for a very long time.*'

[Request our audience development pack](#)

## ***Are there any loud sound effects or strobe?***

There isn't a strobe effect but there are some flashing lights. There are also loud bangs, flashes, smoke and at times the music is loud.

## ***How many performers are there?***

There are three performers on stage. Sam Cox on electronic drum kit, Alex Stanford on synths and SoundGarden, and Mella Faye is singing, on synth and acting. The other actors were pre-recorded in a studio. Medea interacts with the voices as if they were in the room with her. Audiences have said how magical this has been for them, and is as if they can see them on stage with her. Actor Toby Park plays the voice of Jason, who some may know from absurdist comedy troupe, Spymonkey.

## ***What does the set look like?***

The stage is littered with electronic instruments, amplifiers and wires. In larger venues, we have three grids that hang from the ceiling. From these grids, 36 naked light bulbs hang, along with a collection of original 1980's family furniture and children's toys.

## ***Is it 'gig' or 'theatre'?***

It's a theatre show with a gripping narrative, woven with songs and instrumental sections that express Medea's inner turmoil as her life unravels. The live musicians are constantly in musical conversation with the action on stage.

# FEEDBACK FROM VENUES

*Thank you, thank you for completely blowing us away with Medea Electronica!! Everyone that came had nothing but amazing things to say and we cannot wait to see what you do next. It was truly a fantastic experience!*

**BRIDPORT ARTS CENTRE**

*Medea FREAKING Electronica. It's the REAL DEAL.  
This show has utterly floored me again.*

**Nic Connaughton, THE PLEASANCE**

*Wow, that was INTENSE. You guys nailed it.  
Thanks so so much for bringing the show to T.O.M.  
It was sold out completely in the end, and a rare standing ovation. Brilliant.*

**Helen Jewell, THE OLD MARKET, BRIGHTON & HOVE**

*Pecho Mama's Medea Electronica was a great success at Ovalhouse.  
The production is one of the most exciting and distinctive plays we presented  
this season, with a brilliant response from our audience.*

**Owen Calvert-Lyons, OVALHOUSE, LONDON**

*Thankyou! So delighted to host your incredible show.  
Tania Harrison, LATITUDE FESTIVAL*



# FEEDBACK FROM AUDIENCES

*'My husband and I came to see your play on Friday. He found it really challenging. Weirdly though I felt the opposite, really empowered. I could barely breathe through the last few scenes. It was absolutely amazing, and I hope you'll stage it again as I would definitely come and see it again, but this time with my girlfriends!'*

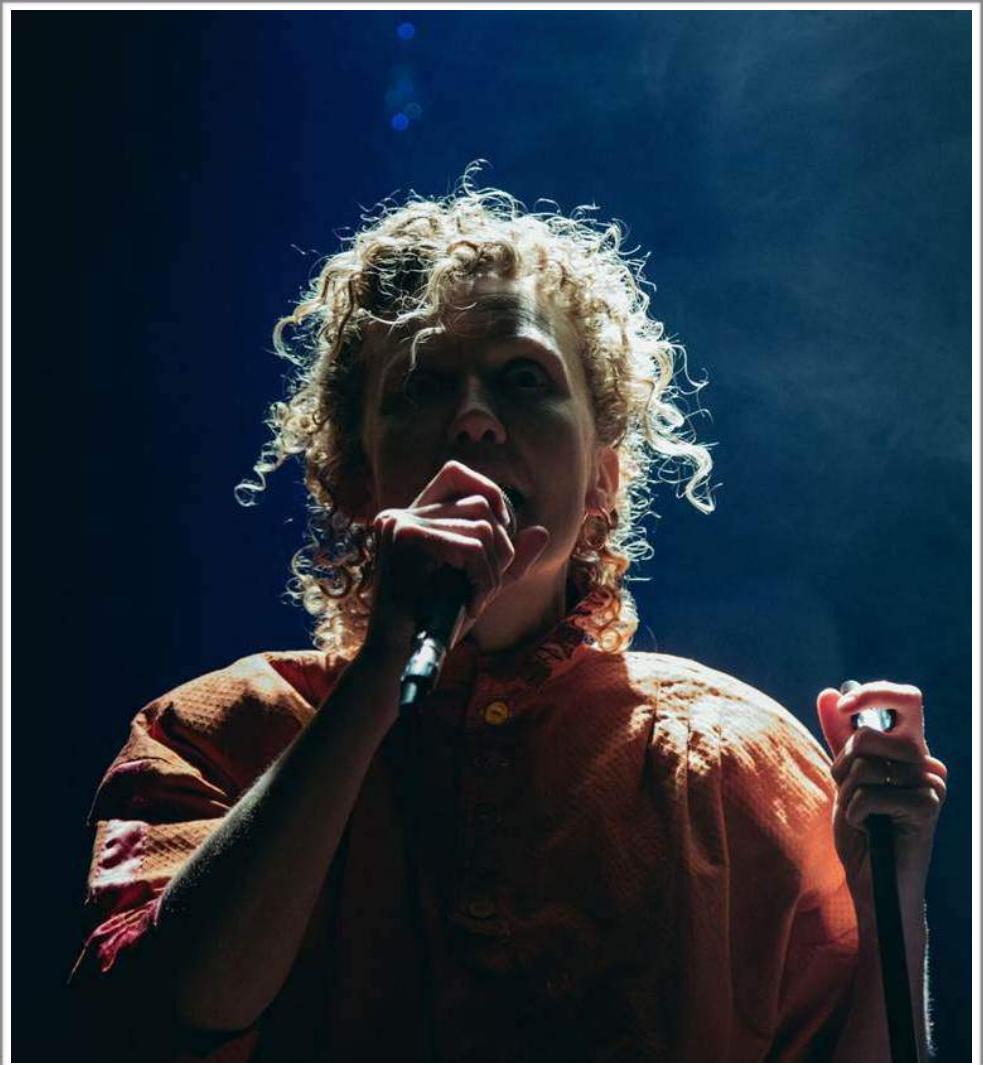
**AUDIENCE MEMBER, FIRE STATION, WINDSOR**

*'I wanted to write to let you know how absolutely broken I am after that performance! Somehow you managed to tap into all of my grief and heartache, but at the same time, all of my joy. I'm in tears writing this. Thank you for creating something so raw and real. Amazing, amazing, amazing.'*

**AUDIENCE MEMBER, PLEASANCE THEATRE**

*"What an incredible performance this evening! I was completely captivated from start to finish. A beautifully crafted piece with powerful performances all round. Well done, all!!"*

**AUDIENCE MEMBER, OFFBEAT FESTIVAL**



# TARGET AUDIENCES

	AUDIENCE TYPE	KEY MESSAGES	AUDIENCE BARRIERS & MOTIVATION	CHANNELS
A	<b>MOTHERS</b> (aged 25-40)  Particularly mothers of children aged 5 and above  Includes Arts Audience Insight type: <i>Family Focused</i>	This is a story for mothers!  Themes: mental health, marriage & family relationships ("a husband's deceit and betrayal"), isolation, empowerment, feminism	<b>Motivation</b> <ul style="list-style-type: none"> <li>Relatability to story, themes and content</li> <li>Emotional connection</li> <li>Mum's night out/off - group outing</li> </ul> <b>Barriers:</b> <ul style="list-style-type: none"> <li>evening childcare</li> <li>Ticket price</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mumsnet</a></li> <li>Local Mother's Online Forums and Facebook Groups &amp; blogs</li> <li>Local radio</li> <li>Marketing materials in local cafes &amp; meeting places</li> <li>After show discussions encouraging word-of-mouth</li> </ul> <p>*Discount for Group Bookings of mothers/women*</p>
B	<b>STUDENTS</b> (aged 16-23)  Particularly of:  HISTORY/LITERATURE - Ancient Greece, Greek tragedy, Classics, Latin THEATRE: Greek Theatre, Devised Theatre, Dance/Physical Theatre, Scriptwriting, Women in theatre MUSIC: Live Music, Composition, Electronic Music, Singing, Performance  Includes Arts Audience Insights types: <i>Urban Arts Eclectic; Fun, fashion &amp; friends, Bedroom DJs</i>	Modern re-telling of a Greek Tragedy  <i>Genre defying new work 'Pecho Mama's inspired production elegantly blurs the boundaries between classical theatre, interpretative dance and live synth gig' (The Latest)</i>	<b>Motivation</b> <ul style="list-style-type: none"> <li>Bringing the curriculum to life</li> <li>A fresh perspective on an ancient story</li> <li>Material for future discussion and learning</li> <li>Inspiration for students own work</li> <li>Social occasion</li> <li>Providing <u>teachers</u> with relevant outing, increase engagement, material for classes</li> <li>Offers of workshops</li> </ul> <b>Barriers</b> <ul style="list-style-type: none"> <li>May depend on <u>organisation</u> of teachers</li> <li>Ticket price</li> </ul>	<ul style="list-style-type: none"> <li>Direct contact through colleges and universities</li> <li>Social Media advertising (aimed at university students)</li> <li>Posting in relevant student Facebook groups</li> <li>Posters at places of study</li> </ul> <p>*Discount for groups bookings from schools, colleges and universities*</p> <p>*Student discount*</p>

C	<p><b>YOUNG &amp; CULTURE HUNGRY</b></p> <p>(aged 18-25)</p> <p>Includes Arts Audience Insights types: <i>Urban Arts Eclectic; Fun, fashion &amp; friends</i></p>	<p>Groundbreaking mash up of live electronica and contemporary theatre</p> <p>Genre-defying and boundary trampling; new work; intense drama; live synth gig; retro; raw</p>	<p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>Something new, original, cutting-edge to see/talk/blog/write about</li> <li>Social occasion</li> <li>Inspiration for own creative projects</li> <li>Challenging work that offers a new perspective</li> </ul> <p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>Competition of events</li> </ul>	<ul style="list-style-type: none"> <li>Local and national print listings</li> <li>Outdoor posters</li> <li>Exit <u>flyering</u> at similar events</li> <li>Print marketing in key bars &amp; cafes</li> <li>Social Media advertising and engagement (Twitter, Facebook, Instagram)</li> <li>Word of mouth</li> <li>Venue marketing to regular audiences</li> </ul>
D	<p><b>PROG ROCK FANS</b></p> <p><b>Particularly fans of</b> Yes, Genesis, Pink Floyd</p> <p>(aged 50+, likely male)</p>	<p>A live synth gig; an all original mash up of contemporary Electronica and 80's inspired Progressive Rock... set in the technological turbulence of the 1980's</p>	<p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>Live band performance with experienced musicians</li> <li>Nostalgia (for 80's period)</li> <li>A gig with a twist (introduction to theatre in a medium they're familiar with)</li> </ul> <p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>May not usually go to see theatre, or to the venue</li> </ul>	<ul style="list-style-type: none"> <li>Local print and internet 'live music' listings</li> <li>Music blogs</li> <li>Music forums and Facebook groups</li> <li>Print marketing in record shops, pubs and music venues</li> <li>Radio</li> </ul>

E	<p><b>ELECTRONICA FANS</b></p> <p>Particularly fans of Bjork, James Blake, Bon Iver, Roisin Murphy</p> <p>(aged 25-40)</p>	<p>A live synth gig; an all original mash up of contemporary Electronica and 80's inspired Progressive Rock</p>	<p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>• Top quality musicians</li> <li>• Use of <u>soundgarden</u>, looping, electronic instruments, audio recordings</li> <li>• A gig with a twist (introduction to theatre in a medium they're familiar with)</li> </ul> <p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• May not usually go to see theatre, or to the venue</li> </ul>	<ul style="list-style-type: none"> <li>• Local print and internet 'live music' listings</li> <li>• Music blogs</li> <li>• Music forums and Facebook groups</li> <li>• <u>Soundcloud</u> promoted content</li> <li>• Print marketing in record shops and music venues</li> <li>• Community/alternative radio stations</li> </ul>
F	<p><b>CULTURALLY ACTIVE WOMEN</b></p> <p>Engaged arts audiences, regular theatre goers, affluent, have time available, up for trying something new</p> <p>(aged 40+)</p> <p>Includes Arts Audience Insights types: <i>Traditional Culture Vultures</i>; <i>Mature Explorers</i></p>	<p>Powerful and deeply moving retelling of the ancient Greek tragedy '<i>exquisite theatrical performance</i>' (The Verse)</p> <p>Empowered women; feminist ideas; socio-cultural discourse</p>	<p><b>Motivations</b></p> <ul style="list-style-type: none"> <li>• High quality musicianship</li> <li>• Intellectual &amp; educational; a classic story</li> <li>• Thought/discussion-provoking subject matter: something to talk about over dinner</li> <li>• Supporting local venue</li> <li>• Chance to try something a little different</li> </ul> <p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Doesn't fit the traditional genre boxes</li> <li>• Competition from other events</li> </ul>	<ul style="list-style-type: none"> <li>• Newspaper listings and features</li> <li>• Radio</li> <li>• Outdoor marketing (eg. posters on public transport)</li> <li>• Print marketing in washrooms, restaurants, cafes</li> <li>• Internet listings</li> <li>• Local print "theatre" listings</li> <li>• Venue marketing</li> <li>• Word of mouth</li> </ul>
G	<p><b>EXISTING VENUE AUDIENCES</b></p> <p>(ages vary from venue to venue)</p>	<p>Endorsed by venue; messaging is shaped by venue who knows their audiences</p>	<p><b>Motivation</b></p> <ul style="list-style-type: none"> <li>• Promise of enjoyment</li> <li>• Familiar with style/content</li> <li>• Support for venue</li> </ul>	<ul style="list-style-type: none"> <li>• Venue e-marketing</li> <li>• Venue print marketing</li> <li>• Social media</li> <li>• Word of mouth</li> </ul>