

# Wondermart

A Rotozaza production



Written by Silvia Mercuriali in collaboration with Matt Rudkin and Tommaso Perego

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## The company

Silvia Mercuriali is best known as one half of the internationally acclaimed experimental theatre company, rotozaza, creators of theatre, site-specific events and installations since 1999 and pioneers of instruction based 'Autoteatro'\*. Rotozaza's instruction-based work led them to the creation of Etiquette, the first interactive installation in the 'Autoteatro' series, which has been touring internationally since 2006 and now exists in 13 languages.

Wondermart is the second show in the 'Autoteatro' series developed by an original idea conceived by Silvia Mercuriali and Anthony Hampton, The show was written in collaboration with Matt Rudkin with original music by Tommaso Perego.

Silvia is also a regular performer for Clod Ensemble and Shunt associate artist and collaborates regularly with Gemma Broickis, Simon Wilkinson (il pixel rosso) and Matt Rudkin (Inconvenient Spoof).

\* Autoteatro explores a new kind of performance, whereby audience members perform the piece themselves, for each other. Using simple technology, participants are given instructions - often via headphones - about what to say and do. There is no actual 'audience' beyond the other participants.

## The show

Wondermart is a site-specific audio tour that sends lone participants on a journey of rediscovery through the familiar surroundings of the supermarket, guiding them with instructions via headphones.

Wondermart pushes further the Autoteatro strategy by placing the participants in an unpredictable and interactive yet familiar environment.

Concerned with the concept of **non-places** that surround and increasingly define our lives, Wondermart hacks / exposes / manipulates the subliminal operations in play and bends them to new purposes, creating the opportunity to inhabit a commercial setting for decidedly non-commercial reasons.

Supermarkets ask their customers to relinquish responsibility and act on impulse, guided by the myriad incentives, special offers and inducements on display. The new community of shoppers zooms past each other rushing to the tills to be converted into buyers.

Wondermart also asks participants to relinquish their own agenda and be guided through the aisles without a shopping list, this time not to acquire items but to re-discover the surroundings in a playful and surprising way.

Wondermart turns reality into a spectacle, **covertly**. Every corner is treated as a possible film set, turning the inhabitants of the space into characters in a scene played out to a privileged audience, yet oblivious of their new role and totally undisturbed.

As Individual Need becomes the accepted driver for actions in society, audiences too have developed the desire to feel more unique; to experience something personal and personalized, in a more active relationship to a piece of art.

Wondermart creates the ironic tension of servicing this ego-centric desire amidst the communal sterility of the supermarket whilst encouraging participants to emerge with greater affection for their fellow shoppers.

By turns amusing, moving and strangely entrancing Wondermart offers a unique take on consumer's culture.

***Wondermarts toured the UK, Ireland, France, Germany, Canada, USA and Australia. French, German, English and Welsh language version available.***

## **Images and Quotes**



**'...a delicious anti-consumerist meditation through the dream state of aisles...rendered powerless in a quirkily situationist amble'**

**The Herald Scotland**

**Rotozaza's transformative, informative audio-tour is a subversive whisper in your ear beneath the muzak... an overlay of theatre and life – both happening at once, completely superimposed, Wondermart unfolds completely concurrent with life.**

**The Age, Melbourne**

**'remarkably intuitive...it's an affecting dissection of the clinical aspects of supermarket-shopping that forces you to look beyond the shelves.'**

**The List**

**"wondermart ....succeeds, like the best of theatre, in shining a new light on the quotidian of human experience"**

**The Irish Times**



## Technical Information

- Wondermart is a 30 minutes audio-tour for two people at a time
- The show can be programmed continuously throughout the day according to the number of mp3's provided
- Location: Any medium to big size supermarket – minimum 10 aisle and must have a middle corridor dividing the aisles in two. (Suitability of the venue to be approved by company)
- The company provides 8 mp3 players, headphones and chargers as well as props. (Postage costs to be covered by the venue)
- Set up is remote. The company and the venue will have at least one Skype meeting prior to the opening of the show to ensure ushering, technical and logistical aspects have been discussed and agreed on.
- Foreign language versions can always be created (for more info please contact the company).

## Financial information

Wondermart is priced according to the length of the run and can be offered with any other Autoteatro projects by Silvia Mercuriali (Rotozaza's *Etiquette* and il pixel rosso's *And the Brides fell from the Sky*)

For more detailed information, please visit [www.wondermart.co.uk](http://www.wondermart.co.uk)

## Contact Details

For more detailed information on the show, please visit [www.wondermart.co.uk](http://www.wondermart.co.uk) or contact Silvia Mercuriali [info@silviamercuriali.com](mailto:info@silviamercuriali.com) Tel. +44(0)7782504675

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