

# STRATEGIC PLAN

2020-2022



**CUISLE PRODUCTIONS**



# INTRODUCTION

Established in 2015 by Artistic Director Jérémie Cyr-Cooke, Cuisle Productions (formerly Brick Wall Theatre) has become one of Galway's most exciting independent physical theatre companies, constantly creating and producing new high-quality theatre, be it devised or adapted, that is exciting and innovative to local audiences.

As Cuisle Productions enters its fifth year celebrations, it's time for the company and its collaborators to reflect on past projects, the support we have received from audiences and organisations, what we've accomplished, and where we would like to be in the future.

For us, physical theatre is not simply about choreography or adding a 'wow factor' to theatrical productions, but a way to communicate the stories that lie in our deepest emotions that cannot be expressed through words. As leaders in our art form, based in the West of Ireland, we want to help champion the development of and engagement with physical theatre as a practice and theatrical form for contemporary theatremakers and audiences alike, and continue to challenge human issues and instigate societal and self reflection.

It is time for Cuisle Productions to grow, and establish ourselves and our work beyond the borders of the City of Tribes, while staying true to our Galwegian roots.



## MISSION

We are dedicated to re-examine the way we tell our (hi)stories, engaging a diverse group of Irish and European audiences through the creation of vibrant and innovative performances, using the body as the primary communicator in storytelling. Our work serves as a catalyst for self and societal reflection by offering visceral and somatic experiences that investigate important issues relating to humanness, socio-cultural identities, languages, and history.

## VISION

*To use the power of physical theatre to affect positive change in Irish society.*

We cast about for our work to excite and inspire audiences and participants to question their individuality and role in society. We seek to acknowledge theatrical traditions, and use them imaginatively through accessible, clever, physical and visual storytelling, putting the body – and its witnesses – at the centre of performance.

## VALUES

### **Innovation in professionalism**

Our practice and thinking is clever and imaginative, offering high-quality, original and creative productions that excite and inspire audiences.

### **Courage in our work**

We will allow ourselves to be courageous in our approach, taking risks, and not fear failure, by being physically and emotionally vulnerable as performers and theatremakers and present work that is raw and somatically visceral.

### **Respect in our relationships**

We will respect the integrity of each performer, our staff, the communities and partners with which we engage.

### **Ambitious in our ideas**

We will continue to dream big, challenging the possibilities of making good theatre, and set high, positive expectations for ourselves and our work.

# ABOUT US





The Messiness of Human Relationships (2018) | devised | Galway Theatre Festival

**"A joyous exterior with truly heartfelt moments will have you laughing with a tear in your eye."**

-An Áit Éile

## STRATEGY'S NARRATIVE: WHY NOW?

# To investigate and challenge societal issues by furthering the development and engagement of physical theatremaking in Ireland.

Over the past 4 years, myself, Jérémie Cyr-Cooke, as the Artistic Director, alongside my regular collaborators who together form Cuisle Productions, have seen and celebrated many successes in terms of our commitment to physical theatremaking, producing work that engages audiences to instigate conversations and reflections around topics of humanness, and societal issues we deem important to tackle. We have successfully produced five full productions, one small Irish tour, and have begun to develop an audience following as part of our involvement in the Galway Theatre Festival every year since 2016.

From Cuisle Productions' productions, I have also gone on to become a leading choreographer and movement director among the independent physical theatre scene, having worked with other companies like An Taibhdhearc, the national Irish-language theatre, Brú Theatre, NoRopes Theatre, NUI Galway on their national tour of *The Kinds of Sex You Might Have At College* and the successful adaptation of *Transitions: A Spring Awakening Play*, and DancePlayers.

Entering in Cuisle Productions' 5th year has made me question where I would like the company to be for our 10th year anniversary, and where my work, and that of Cuisle Productions diverge. Moving forward, I would like for the company to form more collaborative relationships with other artists, companies, and venues, both locally and nationally.

The following three years, 2020-2022, present a fantastic opportunity for Cuisle Productions to grow and really establish our position as an independent physical theatre company at a local, regional, and national level, beyond the borders of the City of Tribes. A clear interest has been demonstrated from audiences and theatremakers alike in the work that we do, and it will be important for the company to continue to develop these relationships and following.

I believe that my work as a practice-as-researcher is an opportunity in disguise which allows me to further research and develop new work, using physical theatre as a form, and further develop partnerships and collaborations between myself, the company, and other organisations and institutions, and seek support and opportunities for funding, which previously, were unavailable to me and my collaborators. Cuisle Productions has, above all, the chance to become leaders in the development of the often overlooked lineage of practice of physical theatre, and we are excited to pursue our goals in a supportive climate.



2020-2022

# AIMS & OBJECTIVES





# Aims

- To grow our company's presence and identity on a local, regional and national level.

\*KPI: Audience attendance; media coverage.

- To focus on partnership development and collaborations with local and national partners.

\*KPI: Growing interest in our work.

- To be leaders in the development of and engagement with physical theatre (productions).

\*KPI: Audience attendance; projects development.

- To receive project-based funding and sponsorship from local and national organisations and businesses.

\*KPI: Growing income; decrease in personal investment.



Blood On The Moon (2017) |  
by Pierre Brault | Irish Tour

**"What's striking is the wealth of physical detail. Cyr-Cooke's physicality work best in macabre pictures"**

- Exeunt Magazine

**"Cyr-Cooke demonstrates a breadth of agility in this challenging production."**

- The Reviews Hub



## REBRANDING

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We will rebrand the company name to "Cuisle Productions", as a way to further reflect the identity and artistic ethos the company has developed since its establishment in 2015.



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# overall objectives

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## PRODUCTIONS

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We will produce at least 3 new productions between 2020-2022, seek opportunities develop our relationship with local, regional and national audiences by performing in new and established venues around Ireland.



## PARTNERSHIPS

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To continue to work with other theatre companies and cultural organisations for choreography and movement direction (under the company name, rather than my personal name). To work collaboratively with other theatre companies and cultural organisations with the aim to develop new and exciting physical theatre productions.



## FUNDING

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To apply to local authority funding, Arts Council funding, and/or Creative Ireland funding on project basis. To apply to academic funding bodies and seek sponsorship from corporate organisations like Bank of Ireland.

## EDUCATION

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To develop an educational/workshop programme for emerging theatremakers and young actors as way to help the dissemination of our work, and allow these artists to explore and create using this art form.





# YEAR 1 - 2020

## REBRANDING

The rebranding stems from the requirement for the company name to be aligned with our identity and ethos as creatives and as an independent physical theatre company. While the name 'Brick Wall Theatre' has served us well over the past 4 years, we believe it is too static for the type of work that the company produces.

In the spring of 2020, Brick Wall Theatre will therefore be known as 'Cuisle Productions'. *Cuisle* is an Irish word, whose liberal translation is 'pulse', not only in the physical sense of a pulsing movement, but also metaphorically describes something as one's pulse, one's livelihood: *is amharclannaíocht é mo cuisle*.

The rebranding of the company will also see the addition of a staff member: a producer, which will be in charge of overseeing Cuisle Productions' development over the coming years.

Actionables will include:

1. Adoption of a new logo, colour scheme, and fonts.
2. Changing all of our media outputs (Facebook, Instagram, Website, etc) to Cuisle Productions
3. Hosting a launch event to celebrate 5 years of Brick Wall Theatre, the new brand, and the forthcoming season of projects.

## PRODUCTIONS

- Our first project for 2020 will be to develop a new physical theatre piece, *Imperceptible*, adapted from Guy de Maupassant's short horror stories: *Letter of Madman* & *The Horla*. The piece uses supernatural themes as an investigative lens into mental health and masculinity in young men in contemporary Ireland, and will be presented in Galway City in the Spring 2020.
- We will also endeavour to begin development on another project, title pending, that will result in a 'TYA show for adults'. This project will be inspired by the COVID-19 crisis, and will work collaboratively with a local director, composer, lighting designer, and set & costume des

## PARTNERS

- O'Donoghue Centre for Drama, Theatre & Performance (ODC, NUIG): partners for the development and performance of *Imperceptible*. This will also be presented in partnership with the Hardiman Scholarship.
- Galway Music Residency: Jérémie has been commissioned to collaborate with *Contempo Quartet* to develop a new movement piece for Galway audiences, and we will advocate for this to be presented as a partnership between the two organisations

## FUNDING

- The ODC is granting us financial and in-kind support for the development of *Imperceptible*.
- Marianne Kennedy has agreed to give us in-kind support in directing *Invisible*.
- Hosting of public fundraising event for launch of the new brand and programme.
- Apply for funding from local authority and national organisations (Creative Ireland / Arts Council) for the development of *Invisible*.

## EDUCATION

- 2020 will see the beginning development of the series of workshops in movement and physical storytelling for emerging theatremakers and young actors. We will look in partnering with local organisations for the dissemination of this educational programme.
- Jérémie will continue to work with the Roscommon County Youth Theatre to deliver workshops in drama, devising, and physical theatre.

eXXcYpt (2017) | devised | Galway Theatre Festival | NUIG

"An enthralling piece [that] interrogates communication via the dancer's body." ☆☆☆☆

- The Reviews Hub



# YEAR 2 - 2021

## PRODUCTIONS

- We will develop a project that will seek to adapt and devise a production using interviews by journalists who were stationed in Northern Ireland during the Troubles, alongside the class of 3rd year production students in the Drama, Theatre & Performance BA programme. This production will also have an archival exhibit aspect to it, and will be performed in Spring 2021.
- We will continue the development of our project inspired by the COVID-19 crisis and subsequent lockdown, and will aim for a full performance towards the Summer of 2021. We will also work towards applications to various festivals in Ireland with this performance.
- We will begin early developmental work on our Spring 2022 production, *The Comedy Of Errors*.

## PARTNERS

- ODC (NUIG): Partners, alongside the BA students in Drama, Theatre & Performance to devise our Spring 2021 production.
- We will seek to work with Galway Dance Project, Dance Limerick and/or Dance Ireland in the development of our workshop series for emerging theatremakers and actors.
- We will continue to look towards partnership opportunities with symposiums and conferences in Ireland, continental Europe, and abroad.

## FUNDING

- NUI Galway and the ODC are funding our Spring 2021 production with both financial and in-kind support.
- We will continue to seek corporate sponsorship for our projects.
- We will apply for local authority funding and to national organisations (e.g Creative Ireland / Arts Council) for the ongoing development of the COVID-19 project.

## EDUCATION

- We will further develop our workshop series for emerging theatremakers and young actors, and look towards partnerships with local, regional, and national organisations.
- Jérémie will continue to work with the Roscommon County Youth Theatre to deliver workshops in drama, devising, and physical theatre.
- Jérémie will take a role as a lecturer/tutor at NUI Galway to teach movement, dance, physical theatre, and production.



# YEAR 3 - 2022



## PRODUCTIONS

- Development and adaptation of *The Comedy of Errors* in the Spring 2022.
- Attend festival in the East, South and/or Midlands with the COVID-19 project.
- Seek further opportunities to present our production with the BA students from 2021.

## PARTNERS

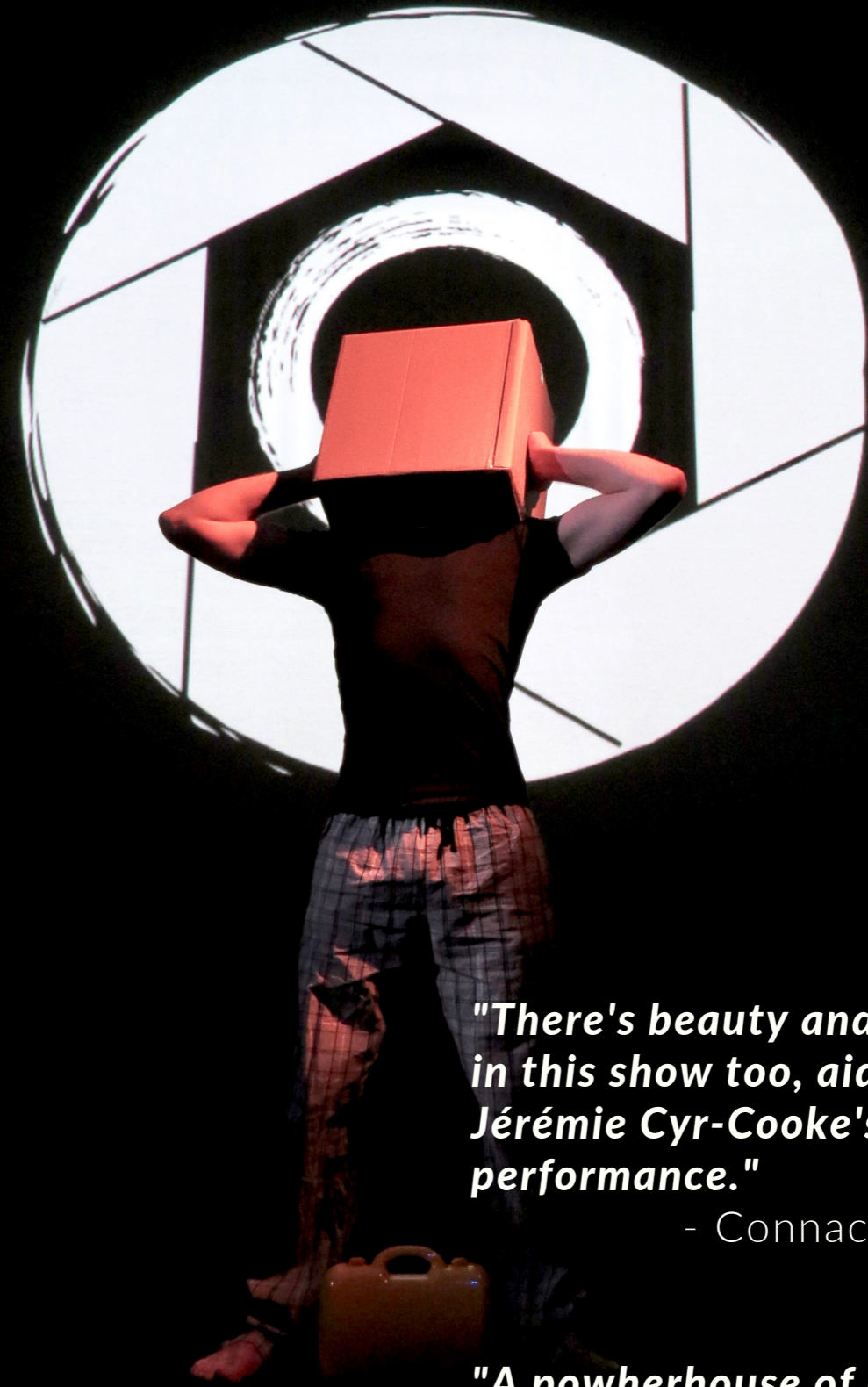
- ODC & NUIG: Partners in the development and production of *The Comedy of Errors*.
- Continue to grow our partnership with local authorities.
- Ongoing development of partnerships with organisations in Residential and Foster Care in Ireland for the presentation of *Invisible*.
- Continue ongoing partnership with dance/movement organisations across Ireland. Look into partnering with Firkin Crane, Cork or Siamse Tíre for a new project development.

## FUNDING

- ODC & NUIG are granting us financial and in-kind support for the development and production of our Spring 2022 show.
- Apply and receive local authority funding.
- Apply and receive funding from a national organisation (e.g Arts Council // Creative Ireland), for the touring of *Invisible*.

## EDUCATION

- We will continue the development of our workshop series for emerging theatremakers and young actors, and look towards partnership with local, regional, and national organisations.
- Jérémie will continue to work with the Roscommon County Youth Theatre to deliver workshops in drama, devising, and physical theatre.
- Jérémie will take a role as a lecturer/tutor at NUI Galway to teach movement, dance, physical theatre, and production, and will seek to represent Cuisle Productions with other Performing Arts educational programmes in Ireland.



**"There's beauty and humour in this show too, aided by Jérémie Cyr-Cooke's superb performance."**

- Connacht Tribune

**"A powerhouse of a performer."**

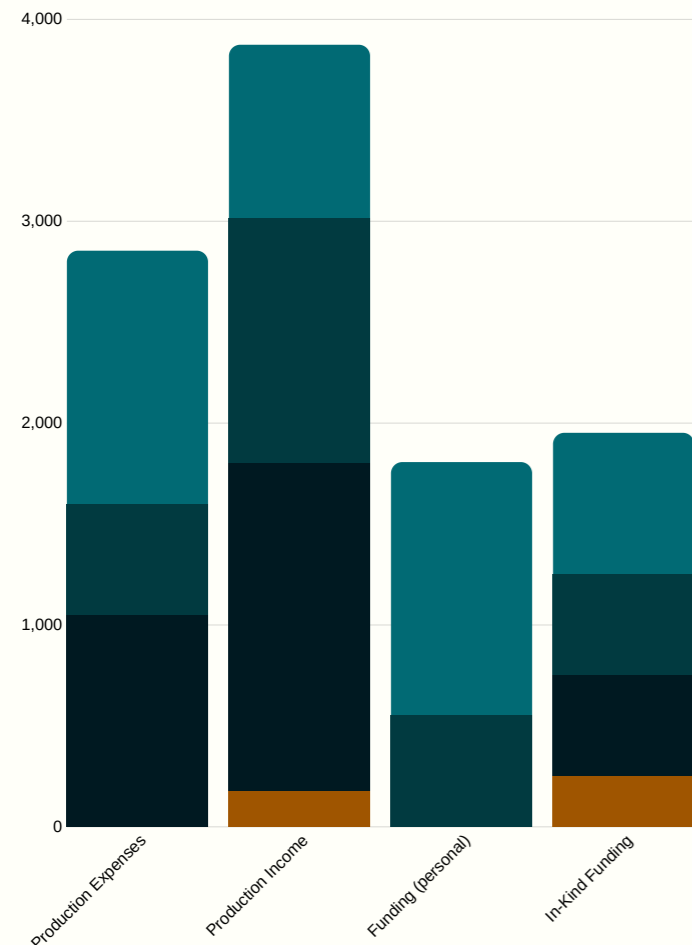
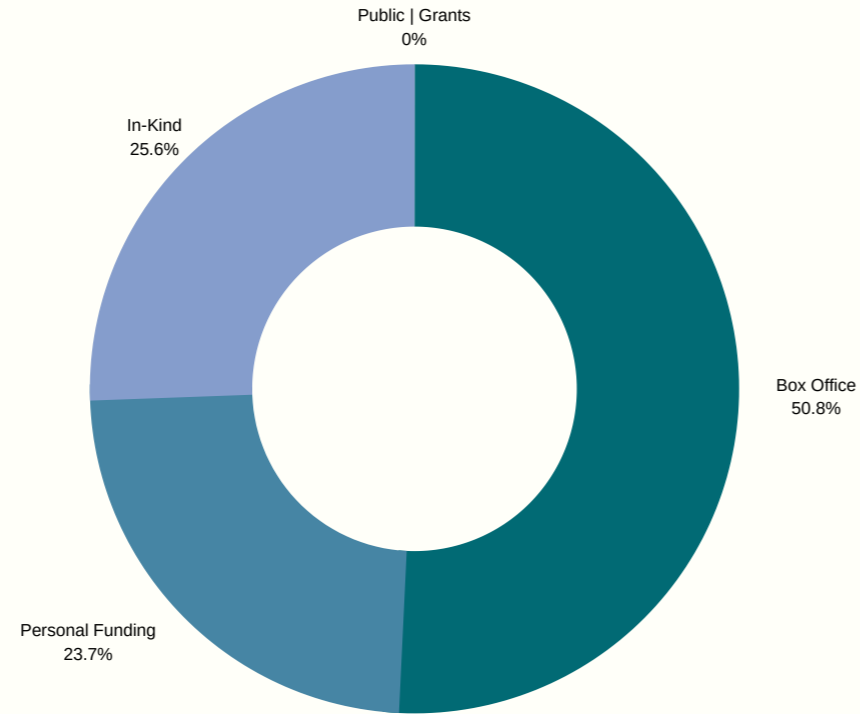
- An Áit Éile

Arbitration (or a life worth living) (2019) | by Niall Carmody | Galway Theatre Festival



# THE FIGURES

Over 2015-2019, Cuisle Productions (formerly Brick Wall Theatre's) majority source of income was done through Box Office, at 50.8%. In-kind support, especially in terms of rehearsal space is valued at 25.6%, and the rest was covered as a personal cash investment.



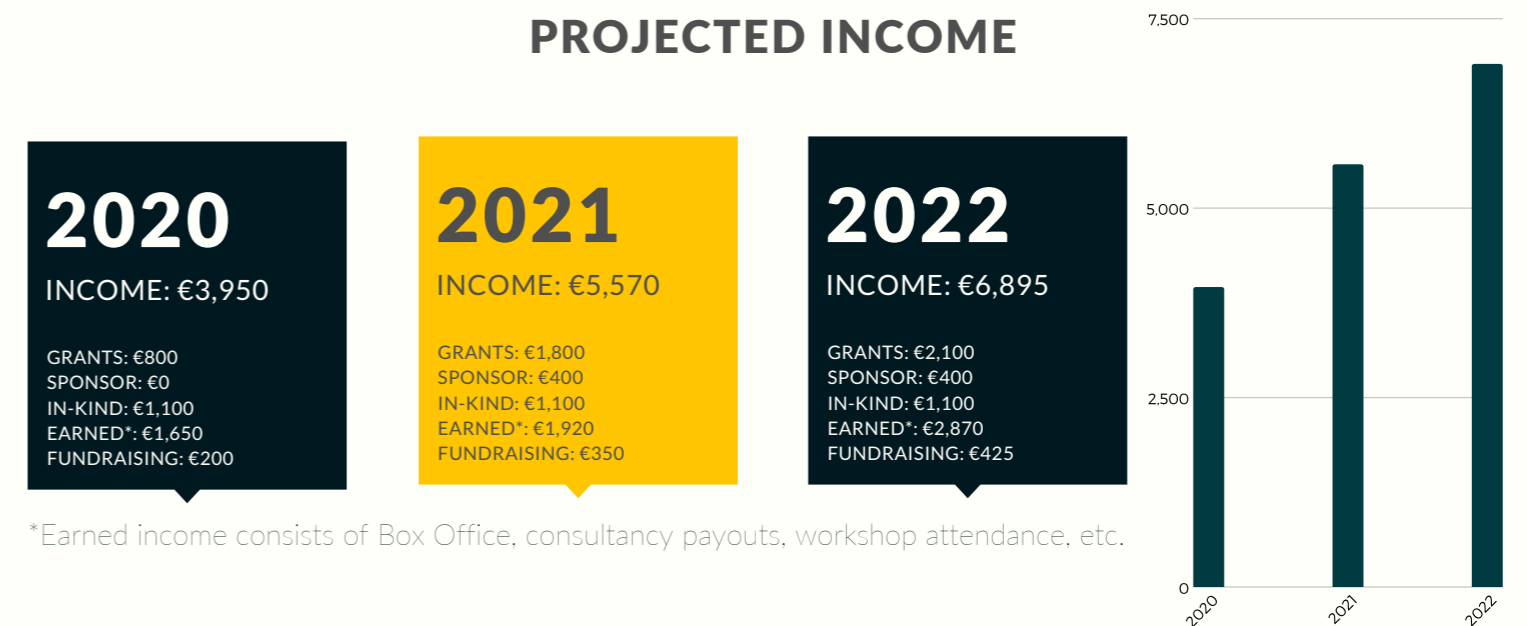
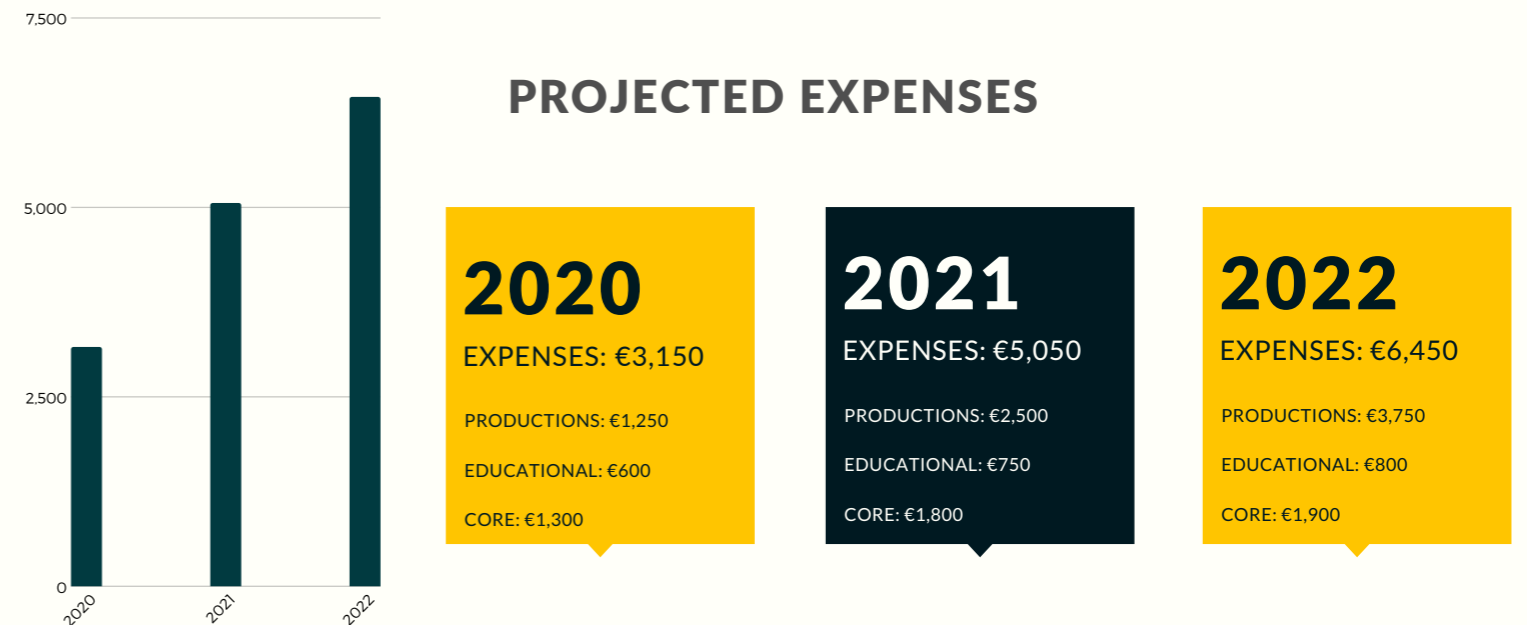
This graph breaks down expenses, income, and source of funding per production. For a majority, Brick Wall Theatre was able to cover the core costs of each production through box office sale, and in-kind support, and suffered no major losses over the 4 year period.

## 2015-2019 INCOME & EXPENDITURE

## 2020-2022 FINANCIAL PROJECTIONS

# FINANCIAL OBJECTIVES

Throughout the next 3 years, Brick Wall Theatre would like to see an increase in grant funding, and sponsorships, and a decrease in personal cash investments. Furthermore, we would like to see an increase in core costs, per productions, to reflect our drive to adequately pay our artists, collaborators, producer, and designers, and not rely so much on profit shares.



\*Earned income consists of Box Office, consultancy payouts, workshop attendance, etc.



Photos by Dara O'Donnell,  
Orlaith Ní Thiobraide, Jérémie  
Cyr-Cooke

## CUISLE PRODUCTIONS

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