

AUDIENCES

ATTRACTING NEW AUDIENCES IN UNPRECEDENTED NUMBERS, DRAWN TO THEIR DRAMATIC WAY OF COMBINING FILM IMAGERY AND ELEMENTS OF MUSICAL COMEDY, THEATRE AND BALLET.

Washington Post



Since 2003, New Adventures has performed to over 3 million people across the world. New Adventures tours from Aberdeen to Plymouth, reaching more places and more people than any other dance company in the UK. Between 2008 and 2012, the Company gave 1,250 performances, averaging 35 weeks of performances a year.

The Company's large and growing loyal audience trust Matthew Bourne to always produce exciting, high quality theatrical experiences and want to see everything he does.

'Dance created by Matthew Bourne and performed by New Adventures has been delighting audiences in ATG's regional venues for over ten years. Matthew's work is constantly inventive and thought-provoking but also approachable and entertaining. It has been a significant factor in attracting new audiences to dance in theatres throughout the UK.'

Michael Lynas, Managing Director, Ambassador Theatre Group

New Adventures is rare in regularly setting box-office records for full weeks of dance performances in large theatres across the UK. It is the only dance company to perform for 6 to 8 weeks every Christmas season at Sadler's Wells, and the only dance company to perform for such a length of time in London.

'The current success of Sadler's Wells is in part directly connected with the close relationship that the theatre has developed with Matthew Bourne and New Adventures. Our joint mission to attract new audiences to dance has resulted in a boom in attendances over the years most of whom are new attendees and come through our doors to see a Matthew Bourne show.'

Alistair Spalding, Chief Executive and Artistic Director, Sadler's Wells

Attracting new audiences matters to New Adventures. On average, around a quarter of its audience are first time attenders to the venue or the Company. Many return to see other shows. Across theatres in Belfast, Edinburgh and Norwich, around 30% of new audiences went on to book other shows. At Birmingham Hippodrome nearly 40% of first time New Adventures attenders were inspired to book for ballet, drama and musical performances as well as for future New Adventures productions.

MATTHEW BOURNE IS THE WORLD'S MOST POPULAR LIVING DANCE MAKER. HIS DANCE PIECES ARE SO ARTISTICALLY PROVOCATIVE IN THE WAY YOU'RE GIVEN A CHANCE TO LOOK AT A WORK OF ART WITH FRESH EYES.

Time Magazine



'Every theatre in the country has a brief to explore and reveal quality work. In the case of large-scale theatres there is a scarcity of the kind of imaginative dance which will attract audiences in enough numbers. Matthew Bourne has proved that he and his company had the ability, imagination, technical control and vision to ensure that theatres can offer the quality of stimulation that will keep audiences buying tickets into the next generation.'

Peter Wilson, Chief Executive, Theatre Royal Norwich

New Adventures audiences tend to be younger and more diverse than traditional theatre patrons. This is encouraged by New Adventures being included in the performing arts syllabi for all UK national examinations, including at BTEC, GCSE and A levels, and by the work of Re:Bourne, the educational arm of New Adventures. Re:Bourne enables New Adventures dancers to engage young people in exhilarating and meaningful participatory and performance experiences to inspire their enthusiasm and deepen their understanding.

'We have built a very valuable relationship with the Company. Within the context of The Lowry's over-arching programme of ballet and dance, New Adventures has built and continues to attract loyal and sizeable audiences and in addition attracts new attenders who are also likely to be new to dance.'

Robert Robson, The Lowry

Enthusiasing new and loyal audiences from across the widest social spectrum, New Adventures generates a passion for dance, builds audiences for theatres and for other dance and arts companies, and promotes the vibrancy of the arts across the UK.

New Adventures also speaks to audiences across the globe. It is a major cultural ambassador and a flagship for the creativity, innovation and excellence of British culture internationally. The Company regularly performs in prestigious venues in major international cities and its worldwide audience includes 360,000 people across the USA, over 250,000 in Japan and Korea, a similar number across Europe and Russia, and 150,000 in Australia.