

## FULL BIOGRAPHY – Arabella Neville-Rolfe for ANRPR

Arabella is an experienced and well-connected freelance PR professional, specialising in theatre, arts and live entertainment. She is adept at creating clear, concise and punchy press releases, and intelligent, focussed and strategic PR campaigns.

During her fifteen years in the industry, Arabella has built and nurtured close relationships with arts and news media both nationally and internationally. She has planned and implemented PR campaigns for major West End musicals, plays and UK touring productions. She has also worked on a diverse range of live entertainment and arts projects, including dance and comedy, and multiple shows at the Edinburgh Fringe Festival. She has also worked on strategy, production and season PR for major venues, in London and UK-wide.

### ABOUT / CREDITS

Arabella started her career at **PTA** under the legendary Peter Thompson, cutting her teeth on major West End musicals such as *Chicago*, *Hairspray*, *Sister Act*, *Jersey Boys*, *Love Never Dies*, *Mamma Mia!* and *The Sound of Music*, and plays such as *Equus*, *Brief Encounter* and *Calendar Girls*. She joined **Target Live** in 2011, where her West End work included *42nd Street*, *Beautiful Thing*, *The Boys in the Band*, *Made in Dagenham*, *Twelve Angry Men*, *Soul Sister*, *I Can't Sing*, *Sinatra*, *The Pitman Painters*, *How the Other Half Loves*, *Three Days in May* and *The Height of the Storm*.

Arabella was lead publicist on three tours and a West End run of *Dirty Dancing – The Classic Story on Stage*.

Arabella was also the lead publicist for **Park Theatre** from 2015 – 2017, where campaigns include *The Patriotic Traitor*, *An Audience with Jimmy Savile*, *Madame Rubinstein*, *The Gathering Leaves*, *The Quiet House*, *A Clockwork Orange*, and *The Buskers Opera*.

She has extensive experience working on large scale UK tours, with work on shows such as *The House on Cold Hill*, *La Cage Aux Folles*, *The Wipers Times*, *Ray Cooney's Out of Order*, *Dead Sheep*, *Ghost the Musical*, *A View from the Bridge*, *Brave New World*, *Of Mice and Men* and *Amelie the Musical*.

Other projects, venues and shows at Target Live included *Slava's Snow Show* (Southbank Centre), *Queens of Syria* (Young Vic), *A View from Islington North* (Arts Theatre) *Requiem for Aleppo* (Sadler's Wells), *Shadowland* (Peacock), *Dance Umbrella Festival*, *The Critics' Circle Theatre Awards*, *The Hospital Club* (general PR, individual exhibitions in the Gallery, and the h100 creative power list) and strategic consultancy for Leicester Curve.

**Comedy and Edinburgh Festival projects** included: *Rubberbandits – Continental Fistfight* (Soho, Globe & Edinburgh), *Sandi Toksvig – My Valentine* (Edinburgh & UK tour), *Alexei Sayle* (UK tour), *Fascinating Aida – Charm Offensive* (RFH, UK tour & Edinburgh 2014), *One Man Breaking Bad* (Edinburgh 2014), *The Trial of Jane Fonda* (Assembly Rooms, Edinburgh 2014), *Bath Time* (Gilded Balloon, Edinburgh 2013), *Boxman* (Gilded Balloon, Edinburgh 2014), *Hitchhiker's Guide to the Galaxy Radio Show – Live!* (UK tour)

She launched **ANRPR** in June 2019. Early projects for ANRPR included strategic and in-house consultancy for the re-launch of Croydon's Fairfield Halls, the launch of **IMMERSIVE LDN**, a new West End venue dedicated to immersive work, where shows included *The Great Gatsby* and *A Christmas Carol*. Other productions include *The Permanent Way* and *Ages of the Moon*, both at the Vaults Theatre, the tour and West End run of *Amelie the Musical* at The Other Palace, the York and Blenheim

Palace summer seasons of Shakespeare's Rose Theatre, and *Cinderella* at Trafalgar Studios – the West End's first all-drag pantomime.

During the first 2020 lockdown, she continued to work hard, offering pro bono services to ex and current clients including **Hackney Empire**, **Park Theatre** and **Metta Theatre** (particularly around ACE grant success and crowdfunding initiatives). She offered support to a number of others including to London fringe venue The Hope Theatre, digital fundraising platforms and initiatives such as the Capsule Theatre and Film Festival, IMMERSIVE LDN's Hometrap festival, the online gala for children's literacy charity Grimm & Co, the 'We are Human' campaign from Butterfly Theatre Company, and the launch of the Help Hub initiative for the new graduate support website, Showcase 2020.

*The Great Gatsby* re-launched in front of a socially distanced audience at Immersive LDN in October 2020 – one of the first live shows to do so post pandemic. She worked on the first outdoor summer season for the **Watermill Theatre Newbury** and then its socially distanced indoor season, including the filmed production of *A Christmas Carol*.

She also worked on digital projects such as *The Theatre Channel*, the *Reunited* Concert Series created by theatre discovery platform Thespie, *Monday Night at the Apollo* (a series of concerts that will be performed in front of a live audience in the West End, and also live streamed), and the immersive audio experiences from Darkfield Radio.

**Curve Theatre Leicester** appointed her as their retained national PR, as they navigated the second lockdown, including the launch of their two hugely successful streamed productions of *Sunset Boulevard in Concert* and *The Color Purple in Concert*. **The Belgrade Theatre in Coventry** also retained her services for national PR consultancy during the UK City of Culture Year.

ANRPR is the retained publicist for **Metta Theatre**, publicising their work during the pandemic creating studio album and music videos for new British musicals *Cells*, *The Rhythmics*, *In the Willows* and *The Little Prince*, plus the stage premiere of *The Rhythmics* at Southwark Playhouse in the autumn.

ANRPR launched the West End transfer of *Amelie the Musical*, one of the first socially distanced shows to open as the third lockdown lifted, followed by the September re-launch of *The Great Gatsby* at Immersive LDN, in its original pre-pandemic format.

She regularly works with **TuckShop**, a production company specialising in drag performances, and publicised their first West End season at the Garrick Theatre and will be working on the second all drag pantomime this Christmas, *Dick Whittington* at the Phoenix Theatre.

She is also working with all her venue clients – Curve, The Belgrade, The Watermill, Hackney Empire and The Hope Theatre - on re-launch plans and forthcoming seasons.

Other recent projects include the launch of new immersive experiential game play attraction in central London, *Monopoly Lifesized*; work with immersive theatre company **Darkfield**, on both their Darkfield Radio audio experience and new container show *Eulogy*; the return of *Faulty Towers The Dining Experience*; the twentieth anniversary UK tour of the **National State Ballet of Siberia** in association with Raymond Gubbay Ltd; and consultancy work with **Rose Bruford College of Theatre and Performance**.