



Theatre Guidelines,  
FAQ's and Tips.



## ALBERTA THEATRE PROJECTS: BRAND STORY

What is art? What is theatre? Why is it important? To ask these questions would be like asking: *What is life? Why are we here? Does it matter what we do with it?* Theatre is a mirror of our lives, our struggles, our pain, our joys and our triumphs.

Theatre is this crazy person who has the courage, or the insanity (the jury is still out) to show up naked – sometimes literally, to stand in front of an audience and show their work and expose themselves, without the armour of editing or computer effects but with all the risks of mistakes and imperfections. They pour their art out and say...”What do you think?”

It’s not that they are not scared, of course they are, terrified sometimes. But that’s the price you have to pay to have the ability, the honour, the immense pleasure of touching us, perfect strangers, of moving us to tears, to laughter, to marvel. That’s the price you have to be willing to pay to open hearts and minds.

In the end, that is why we do what we do.

We all live busy lives, with work, kids, family, chores, and bills. Things seem to move faster and faster around us. There is so much information, opinions, confusion. It’s hard not to feel lost, scared, overwhelmed. How do we make sense of it all? How do we find ourselves and each other amongst all this noise? It’s so easy to be distracted; from us, from what matters.

We’re not here to tell you what to do, to lead you down the right path. Sorry to disappoint. We’re in the same boat you are. We are here to tell you stories. Sometimes they are funny stories, sometimes sad or both. But they are all glimpses of us. It’s like peeking at someone’s bedroom, or reading their diary. These stories let us in; these very intimate, very personal and very honest slices of life. The funny thing is when we watch these stories, we can see ourselves but most of all, we can see others. We understand choices, we may not agree, but we can relate.

Theatre is where we see *us*, where we poke fun at ourselves and laugh at our shortcomings. It’s where we marvel at the human spirit, where we start to see things from different perspectives. It’s where we forget where we are for a couple of hours and get transported into stories that touch us, move us or simply delight us.

These are the stories worth telling. These stories break barriers; of time, backgrounds, opinions... they help us make sense of what it means to be alive right now. Hopefully they help us find beauty and peace amongst all the noise and confusion. Hopefully they’ll help us find ourselves, and each other.

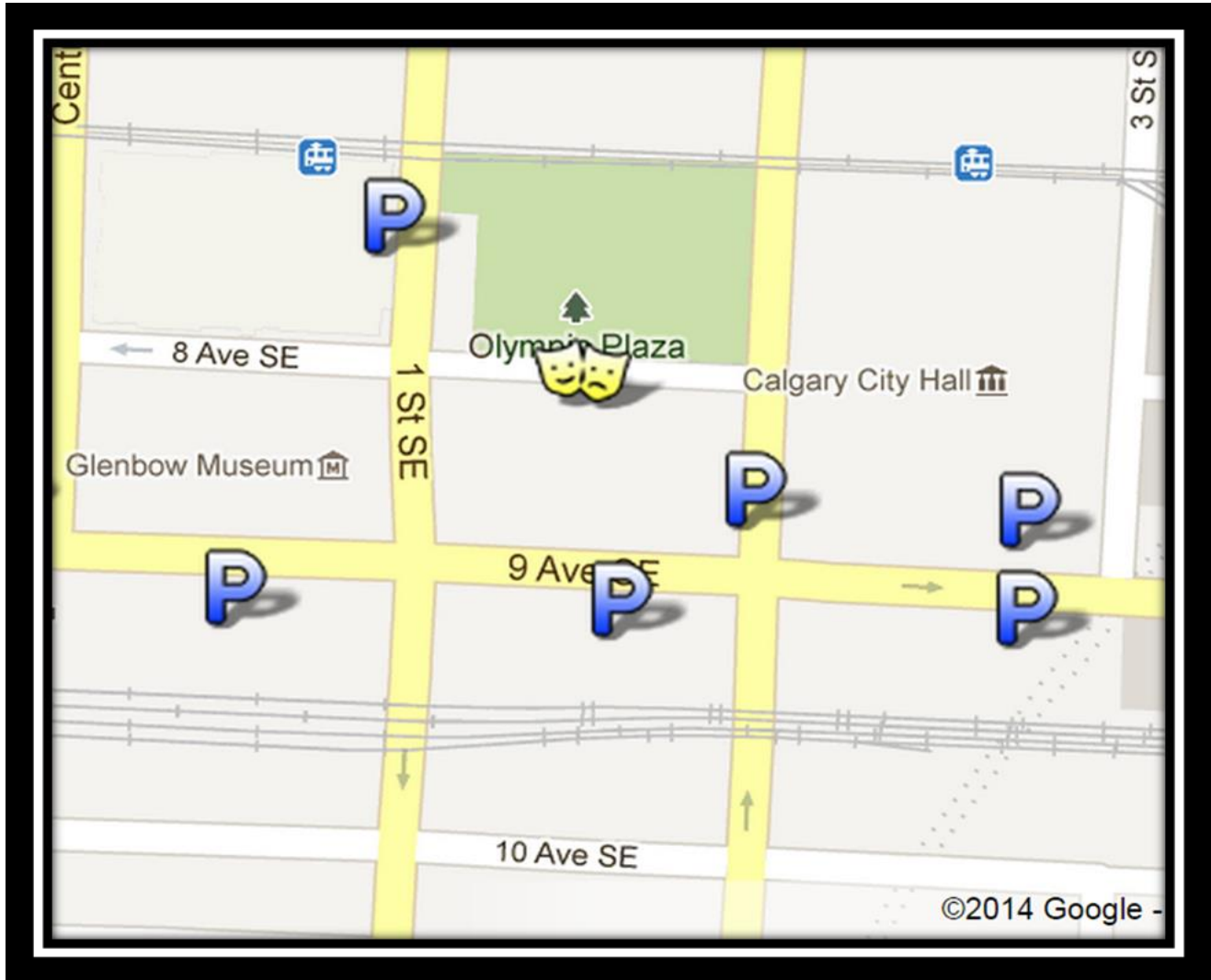
**This is what we do.  
This is why we do it.  
This is who we are.**



ALBERTA THEATRE PROJECTS

## FINDING THE THEATRE

Entrance to the **Martha Cohen Theatre Lobby** is on the south side of 8<sup>th</sup> Avenue between 1 St SE and Macleod Trail North. This is where buses will park for drop off and pick up.



### CONNECT WITH US



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### Alberta Theatre Projects

The Martha Cohen Theatre  
Arts Commons - 215 8th Ave S.E.  
Calgary, Alberta, T2G 0K8

For all things education related,  
contact:

**Talore Peterson**

**Youth Engagement Manager**

(403) 294-7475 ext. 1098

[tpeterson@ATPlive.com](mailto:tpeterson@ATPlive.com)



## FREQUENTLY ASKED QUESTIONS

### 1) What time does the performance start? How long is the show?

All performances begin at **11:30am** and run approximately **2 hours** with one 15 minute intermission; ending at approximately **1:45pm**. All performances include a Q&A with artists on stage, directly after the curtain call.

### 2) What time should the bus pick up the students from the school, and from the theatre?

The bus should be at your school to pick up the students at **10:30am** and back to the theatre no later than **2pm**.

### 3) When and where are the students going to eat their lunch?

We open the lobby of the Martha Cohen Theatre at 10:45 for students to eat their lunches. Please allow at least 30 minutes prior to the matinee start time so students are able to comfortably eat, and take their seats on time. **NO FOOD OR DRINK IS ALLOWED INSIDE THE THEATRE.**

### 4) Where should I tell the bus company to drop us off?

Stephen Avenue (8<sup>th</sup> Avenue SE) will be accessible from 10:00am. Please direct bus drivers to take MacLeod Trail South and turn left onto Stephen Avenue (8<sup>th</sup> Avenue SE). Please note, due to limited access we request that all vehicles stop only for drop off and pick up. **THERE IS NO BUS PARKING AVAILABLE ON STEPHEN AVENUE,**

### 5) Where will students leave their coats and backpacks during the performance?

Students are able to leave their coats/backpacks in the lobby or bring them into the theatre. Coats should be on the back of the seats and backpacks can be under the seats. At no time should the student take food out of their backpack and eat during the performance.

### 6) Are the students able to leave the theatre?

We encourage students to stay in the theatre for the entirety of the performance. However, if it is necessary for a student to leave, please ask our ushers for assistance in order to exit safely. Students will have to wait to re-enter until an appropriate break in the play when an usher will safely escort them in.

#### **Share your experience with us!**

We would love to receive your feedback about the performance. Please send your letters, pictures, cards, artwork etc. to:

**Talore Peterson**

**Youth Engagement Manager**

Alberta Theatre Projects,  
220 9 Ave SE, Calgary AB, T2G 5C4



## THEATRE ETIQUETTE

Before attending the theatre, please take some time to go over proper theatre etiquette with your students. We know this is common sense, but for some students this may be their first theatre experience.

### **RESPECT** the actors and your fellow patrons

- When the lights go dim, it is time to be quiet and engage with the action on the stage
- Be sure to turn off cell phones
- Refrain from texting, talking or eating as this is disrespectful to the actors telling the story and your fellow audience members

### **RESPOND** to what you see through laughter, tears, smiles, giggles or captivated silence.

- The actors feed off your presence and respond with their work on stage.
- Don't respond by talking to your neighbour; please wait until after the performance to discuss your thoughts.

