



image from the film: moon over Siwa in Egypt

## **IDENTITY** of the SOUL The Studio Version

### **a poetic cinematic performance about revenge, reconciliation and the individual**

*"The performance is not just a supreme technical achievement, it is also profoundly moving and offers a rare insight into the human condition. ... powerful, visually impressive and emotionally stirring. If you miss Identity of the Soul ...you will miss something great." Varden (Norwegian newspaper)*

**IDENTITY** of the SOUL is a spectacular one hour cinematic event projected onto five screens.

**IDENTITY** of the SOUL combines poetry by Henrik Ibsen and Mahmoud Darwish with stunning images filmed around the world and an original fusion soundtrack of Scandanavian and Arabian influences and contemporary electronic rhythms.

**IDENTITY** of the SOUL has been produced in six languages narrated by distinguished artists of international renown to include: Vanessa Redgrave, Jean Rochefort, Mahmoud Darwish, Irrfan Khan, Gila Almagour, Anne Grete Preus and Jan Wiig.

**IDENTITY** of the SOUL has been seen by over 35,000 people and has toured Palestine, Qatar, Norway, Jordan, Ajman and until recently has been screening in cinemas around Great Britain.

**IDENTITY** of the SOUL Studio version is designed for audiences of up to 400 people, depending on the location, and is ideal for showing in schools, art galleries, cinemas, film clubs, festivals, theatres and arts organisations. It comprises five high-definition plasma screens with surround sound mounted on stands and set up in an open semi-circle to give the audience a sense of stepping into landscapes where the poems can come to life.

**Director: Thomas Høegh** is the founder and CEO of Arts Alliance Productions, a London based production company investing in creative projects in film, music and art.

Thomas has directed 20 productions in television, theatre, radio drama and large-scale outdoor performances. He has directed a number of Ibsen productions in Norway and abroad. Most notable were 'The Vikings of Helgeland', 'Wild Duck' and 'Terje Vigen'. Thomas sits on the boards of the UK Film Council, LOVEFiLM, City Screen, the Metropolitan Film School and Slingshot.

**Producer: Martine Rød** has produced and production managed a wide variety of cultural events, including dance, theatre, films and art installations all over the world. Martine project-managed the opening and closing ceremonies of the 1994 Olympic Games and production managed, among others, the Teatro Avinida in Mozambique, the Norwegian pavilion at the 2000 World Exhibition in Germany, the official opening of The Library in Alexandria, Egypt, and the opening of the Nobel Peace Centre in Norway.

[www.identityofthesoul.com](http://www.identityofthesoul.com)

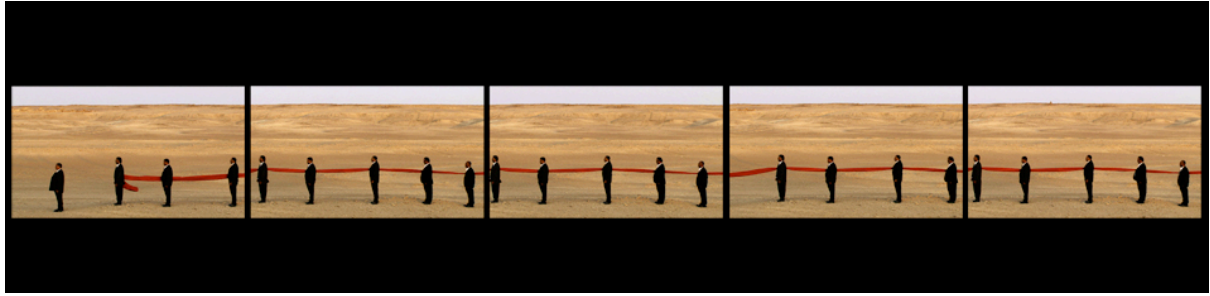


image from the film: red ribbon

## **IDENTITY** of the SOUL: ROLES AND RESPONSIBILITIES.

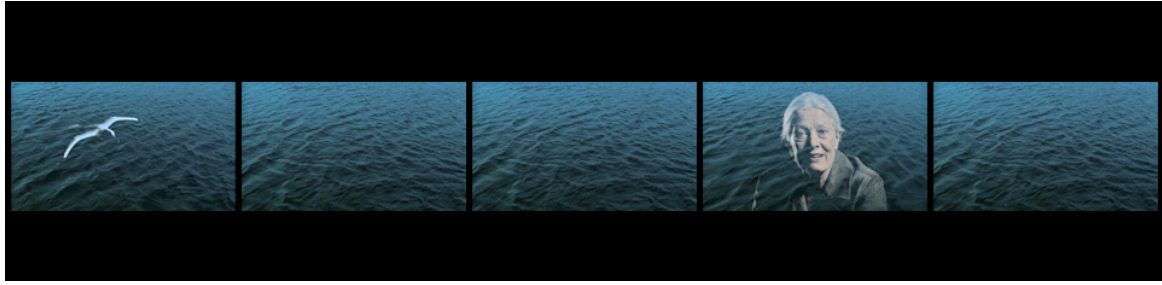
### **Arts Alliance Productions will provide:**

- The Film and Content Licence to exhibit the film
- Onsite Technical Operator
- 5 x 65" plasma screens
- Server unit required to stage the show
- Sound equipment and speakers
- Production organisation
- Transportation of the equipment
- Set up of equipment at the venue
- Marketing and promotional material to include:  
Electronic artwork for posters and flyers  
Flyers  
Electronic photographs

### **The Host will provide (see technical information):**

- Venue for staging the event
- Technical Assistance at the venue for the Technical Operator
- Ground plan of venue where performance will take place
- Power and leads
- Local staff to help carry the plasma screens into and out of the venue
- Media Campaign as required

**Price of hire on application and dependent on set up required and number of screenings**



## IDENTITY of the SOUL: POETRY

The Norwegian playwright and poet **Henrik Ibsen**, born in 1828 and one of the greatest names in world literature, is considered the father of modern drama. His plays are still highly topical, and continue to be staged around the world. **Terje Vigen** is a poetic exploration of an individual's dilemma: whether or not to take revenge. Ibsen wrote *Terje Vigen* in 1862, forty years before the independence of Norway, and the heroic characteristics of *Terje Vigen* combined with the historical circumstances, made the poem a central part of Norwegian national identity.

**Mahmoud Darwish**, born in 1941, is considered one of today's most important, internationally well-known Arab poets. ***A Soldier Dreams of White Lilies*** was written in 1967, inspired by a conversation between Darwish and his old friend, who served in the Israeli army. The poem transcends time, place and conflict with a lyrical simplicity that lends itself well to performance. Darwish, who died in August 2008, published around 30 poetry and prose collections, which have been translated into 35 languages. He was the editor-in-chief and founder of the prestigious literary review *Al Karmel*, and was the winner of 2001 Lannan Prize for Cultural Freedom.

Both poems can be downloaded from the Identity of the Soul website: [www.identityofthesoul.com](http://www.identityofthesoul.com)



Mahmoud Darwish



Henrik Ibsen



image from the film: urban landscape in Egypt

## **IDENTITY** of the SOUL: REVIEWS

### **REVIEWS: NORWAY**

**VARDEN, NORWAY. THURSDAY 4TH JUNE 2009**

"Superb"

"It can hardly be done more powerful, visually impressive and emotionally stirring. If you miss Terje Vigen - Identity of the Soul [...], you will miss something great."

"Powerful, beautiful, emotional but by no means clichéd or sentimental images."

"The performance is not just a supreme technical achievement, it is also profoundly moving and offers a rare insight into the human condition [...]"

**TELEMARKSAVISA, NORWAY. THURSDAY 4TH JUNE 2009**

"The images are dynamic, the transitions elegant and combined with modern technology they drive the poems forward in unexpected and original ways."

"Terje Vigen - Identity of the Soul is a powerful and innovative experience which touches the audience perhaps more than ever before."

### **REVIEWS: WEST BANK AND QATAR**

"...an amazing show with its content and techniques, with its charming artistic tableaux. I would say that this work has promoted and upscaled the Aesthetic taste of beauty for the thousands of Palestinians who watched it."

**Tahani Abu Daqqa, Palestine's Minister of Culture**

"...a journey of discovery of the human nature."

**Al-Quds**

"This production is especially noted for its artistic and technical qualities, which is unprecedented in Palestine."

**Al-Ayyam (Newspaper)**

"This production took Palestine to the world once again thanks to the great poet Mahmoud Darwish."

**Al-Hayat (Newspaper)**



image from the film: people waiting in line

## **IDENTITY** of the SOUL: PRODUCTION TEAMS

### **ARTS ALLIANCE PRODUCTION TEAM**

There is a full production team based in London.

#### **Line Producer**

The Line Producer for the show will oversee all aspects of the production and be the primary contact.

#### **Technical Operator**

Our Technical Operator will assess in advance the venue and arrive at the location where the show is to be staged approximately 4 hours prior to the event, depending on the location requirements.

### **THE HOST will need to provide**

**Producer or Co-ordinator** to work closely with the Arts Alliance production team and make sure that all requirements are in place.

**Technical Assistant** to work alongside our Technical Operator during the set up and technical installation of the plasma screens and server and to ensure the smooth running of the show during the actual event.

# IDENTITY of the SOUL: STUDIO VERSION

## TECHNICAL INFORMATION

### SUMMARY

The ID Studio Touring rig is based on a single portable rack-based server, 5 x 65" plasma screens on adjustable stands, a set of speakers and remote control laptop. Arts Alliance Productions (AAP) will install the setup, and also supply a trained operator. Lifting assistance only will be required from the venue.

### VENUE REQUIREMENTS

#### STAGE

The stage area must be at least 9m wide and 2m deep to accommodate the install. The stage must be level from left to right. The stage may slope down towards the audience or up towards the audience to a max of 7 degrees from level (=approx 1 in 8 e.g. 10cm drop over 80cm along). Any more than this and the install will be unsafe. A flat space is preferred. In the event of the space not being flat, the screens will likely be placed in a straight line rather than in a curve as shown above. Ideally the venue should be chosen to allow for the cases to be wheeled from the delivery vans direct to the stage area on the same level for ease of setup & pack-up, as each screen weighs 90kg, but this is not essential.

#### POWER

Power provision must be one of the following:

- 1) 2x 13A standard sockets on the same phase, drawing approx a total of 25A. If the 2 sockets are not from a standard double wall socket, the venue must check with an electrician that both the sockets are on the same phase. This is extremely important.
- or
- 2) a single 32A BS4343 single Cee-Form type socket (P+N+E), drawing approx 25A total or
- 3) a single 32A BS4343 three phase Cee-Form type socket (3P+N+E), drawing approx 25A total (the adaptor provided draws from phase 1).

Adaptors and extension cables will be provided for all the above. Extension cables provided allow for power to be within 35m of the server. It is permitted to be further, but extra cables must then be provided by the venue (a pair of 13A rated cables to the distance required).

### EQUIPMENT

#### SCREENS & STANDS

There are five 65" plasmas screens on adjustable stands. The stands have a height adjustment from 1.3m to 1.7m from ground to screen centre, and can go lower if required. Each stand has adjustable feet to accommodate non-flat flooring, provided it is within the specs mentioned above. Each stand has a built in spirit level to enable levelling.

#### SOUND

The rig comes with 2 active Mackie 450 speakers (approx 400W per side) on tripod stands and a DB Tech 800W sub-woofer which sits on the floor. Each of the 3 speakers weighs approx 20kg. The stands must be placed on a level surface. If this is not possible, they must not be placed on the stands but placed in a suitable and safe location instead, as the above plan.

## **SERVER RACK**

The server will be housed in a small touring road rack on wheels. It will contain the following key components:

- Playback server
- Slide out setup/control screen with keyboard/mouse
- All power distribution sockets
- Other periphery e.g. for remote control

It is usually placed directly behind the centre screen (see photos at end).

## **REMOTE CONTROL**

The rig comes with a small DELL net-book laptop that connects wirelessly to the server to enable remote control of the playback server. Under normal circumstances this should work well from the rear of the auditorium / rear of the audience, and possibly from within a control booth depending on location, distances, wall thicknesses etc. In the unlikely event of server failure, connecting the server to an internet enabled network socket will enable remote diagnostics & control.

## **CABLING**

Provided adequate power has been provided, as detailed in the POWER section above, the rig will contain all cabling, connectors and adaptors necessary.

## **FLIGHT CASES**

Each plasma screen comes in a large flight case which, due to the fragile nature of the screens, is large and weighs 240kg. The transport company will provide 2 men for lifting. Each screen weighs 90kg. The empty cases may be stored in the venue, or back in the van, whichever is the most convenient for the venue.

## **ACCESS, ASSISTANCE & TIMINGS**

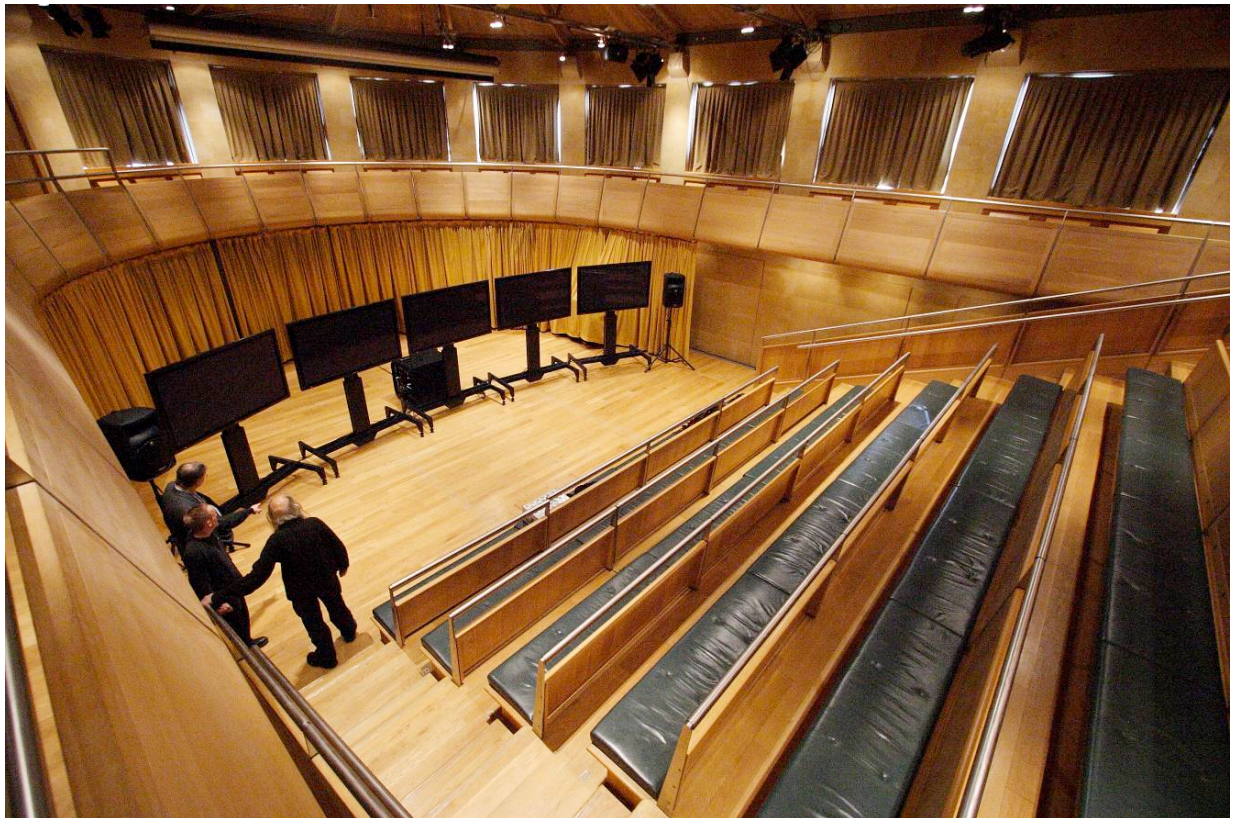
The venue should allow 3 hours to setup/test & rehearse this install, and then 2 hours to dismantle and pack up safely. The show lasts one hour, so a total of 6 hours venue availability is required. These times should be considered when planning the schedule. If less time is available, please ask, as we can often accommodate this with extra help etc. The venue is also required to provide at least one person capable of lifting approx 25kg to assist the other 2 AAP staff for the install and pack-up.

**Please note that a comprehensive manual is available, but since the venue staff are not required to operate the rig, this would only be for the venue's interest.**

An example of a show in the UK



Photographer Chris Williams



Photographer Chris Williams

# IDENTITY of the SOUL: MARKETING AND PROMOTIONAL MATERIAL EXAMPLES

Poster and flyer template from Cambridge



Poster and flyer template used in West Bank

