



FOR IMMEDIATE RELEASE

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Pferdzwackür's Vampire Nutcracker is the Christmas Spirit of blood, love, and shiny plastic. The Consumer Hype Victimization Event of the Season. Playing at The Baltimore Theatre Project, December 11 - 21, 2003. Thursday, Friday Saturday at 8 PM, Sunday at 3 PM. For ticket information, call (410) 752-8558, or check online at www.theatreproject.org

Voodoo Hokum

Pferdzwackür's Vampire Nutcracker is a flim-flam show about Lucinda and her brother Clod, who get *Vampire Victimized*.™ Lucinda gets bit. She goes steadily whacko, while Clod ventures out in search of a cure. They must break the hypnotic spell of evil. Right? The answer, of course, is to purchase a Voodoo Nutcracker. Mayhem, and product placement abound.

Live Death Scenes

Christmas Cheer

Plastic Wisdom

Pferdzwackür's Vampire Nutcracker invites you to trust our brand equity. Dig our product: Magic Medicine, Little Rubber Men, Happiness. Sundry Retail Voodoo Doodums can be yours. Then, at the end of the show, everybody receives Wisdom, Satisfaction, and a Ten Percent Discount.

Occult Boxes

Rubber Men

Pferdzwackür wants your love, but we will settle for your disposable income. This here is America. Our moral choices are brand choices. From our underwear. To our president. It is best not to think about it. The only way to be safe is to buy Pferdzwackür product, and not ask too many questions. www.pferdzwackur.com.

Books of Secrets

Frabjous Elixir

Brought to you by Pferdzwackür Limited, The Baltimore Theatre Project, the State of Maryland, and Towson University's Graduate Theatre Program. Safe for children. Dangerous for adults. www.pferdzwackur.com

Sugar Plum Narcosis

Two Weekends
December 11 - 21

Admission: \$16.00

\$11.00 for students and
children with disposable income.

Thursday 8:00 PM

Friday 8:00 PM

Saturday 8:00 PM

Sunday 3:00 PM

Vampire-Victimization™ is an
optional service. It will cost you extra.

Safe for children.

Dangerous for adults.

THEATRE

BALTIMORE ■ AMERICA

PROJECT

45 West Preston Street
Baltimore, MD 21201
410-752-8558 box office

WWW.PFERDZWACKUR.COM



Americans think by buying.

Retail wants theatre, and vice-versa. My intention is to put a theatre into advertisement, thence to sell merchandise.

Pferdzwackür's Vampire Nutcracker is an interdisciplinary project that combines advertising, theatre, and retail sales into one experience. It is a gestalt study of art interpretation, which addresses the consumer, the audience, and the customer as if they were the same person.

THEATRE VIA MARKETING If we make art (theatre) as if we were selling merchandise, then we are approaching American audience at their most savvy and clever. We live, breathe and have our being in consumerism. Theatre that ignores popular consumer culture inhabits a self-imposed, exclusionist, privileged and effete ghetto. We resist the ghetto of regular theatre-goers and the sick, dying sycophants who feed them artistic gruel. We will not run away from pop culture. We will sell tchotchkes.

RETAIL PAREPHERNALIA Culture lives in small totem packages. The International Toy Fair, held in February 2003, offered a choice of toys and novelty items, with enough private-label options to satisfy the demands of the show. **Pferdzwackür Limited** is proud to offer the following goods, at profoundly discounted prices.

- 16 oz. Bottles of Cure-all Medicine
- Chinese Boxes of Uncertainty
- Rubberized Voodoo Men
- Fur-Lined Books Containing Secrets
- The Truth
- Authentic Souvenir Spoons



..... is a show about vampires who hide in toy dolls. It is also a show about magic medicine, witchcraft, hermeneutics and Tinkerbell.

RATIONALE

Americans get out of their homes and congregate in great mass. Americans go to shopping malls. The internet, television, and radio have not changed the fact that vast amounts of cash, plastic, fashion and happiness are transacted, in person, in public, en masse, with force, at the shopping mall.

This is the question put to the theatre:

What do we want the audience to take with them, what tangible plastic thing? Theatre is often queasy about sharing a bed with retailers. Ostensibly, theatre artists wish to communicate with their audience.

MERCHANDISE IS THE MEDIUM.

If a myth is to be delivered, why leave it in the aether? Coalesced, the myth is a tchotchke, a totem, a plastic thing to take home.

To be a consumer is to practice self-understanding. The basic conundrums of the universe gnaw at the active shopper: What do I desire? How do I sift through whim, need, and obsession? Am I being lied to? What deserves my attention?

We have a name for the art that says real stuff about real life: advertisement. That is not to say that everything advertised is true. Duh. Suspicion. Hope. Advertising is the thing that threatens us with the possibility of truly being true or false. Truth has retail value.

retail
society
commercial
entertainment
merchandise
plastic
consumer
amusement
tchotchke
totem
culture
via
thing
art
qua
theatre
simulacrum

If you have nothing for sale, you're not serious. Merchandise is meaning.

THE PROBLEM

The audience pays the ticket price, and closes its eyes. Plop ye down in the seats, wait to digest some good old-fashioned Satisfaction. Mmmm-Mmmm Good Satisfaction.

The actor would rather *not* just One-More-Time dollop out spoonfuls of cholesterol entertainment. No. We want to shoot stuff like Truth, Outrage, Pretentiousness, or Human Spirit into the audience. We launch this stuff. This stuff, the *raison detritus* of our fevered art lofts up, over the footlights, through the mezzanine airspace, speeding down down down and right smack-dab into the gullet of the audience. The Gullet. Right into the wide digesto-satisfaction maw of the audience.

We aimed for the ears, the heart, the head, the bowels, the brain, the spine, the id, the ego. We always miss. It goes right into the maw. Our most dangerous ideas do nothing at all except satisfy, satisfy, satisfy.

After all, a show is just a show, is just a thing to consume.

THE SOLUTION

This here is America. That same audience of semi-coma digesters is, by day, a rowdy dangerous pack of hawkers, horse-traders and hustlers. They got smarts up the wazoo, and disposable income. That is the audience we want. To engage them, to bring them to life, we need but do one, simple, All-American thing: put stuff on sale.

You're not serious unless you have something on sale.

WEBSITE

The website – www.pferdzwackur.com – provides information about the show. All products sold in the show are sold on the website. Information about the show (Synopsis, Cast Bios, show dates, location, ticket sales, Vampire Facts, etc.) are also be available.

P. T. BARNUM

While tradition enjoys billing P.T. Barnum with the epithet, "*There's a sucker born every minute*," what he actually said about duping his audience was more nuanced: "*The public appears disposed to be amused even when they are conscious of being deceived*." Barnum was a master of audience baiting. The important effect he fostered was an arousal of interest that moved hand in hand with active distrust.

Barnum offered The Sexy Dilemma. Everyone felt pleased to be a part of a question whose resolution was somehow important: Was that man really part ape? Was the Feejee Mermaid for real? Dilemma: a candy for the imagination. What had previously been attainable only through rigorous academic study was now for sale in convenient neon packaging: moral-conundrum-on-a-stick. Simply hearing about the outrageous claims was enough to form opinions. Soundbyte philosophy was born.

PLAY SCRIPT

Pferdzwackürs Vampire Nutcracker is a play, or a long advertisement. The script received its first staged reading in January 2002. The theme of the play is a simple one – when people sell you meaning, buyer beware. We offer this play for sale, along with an array of sundry attractive merchandise.

suspicion and hope.