

# MEERA

2020

PRESENTER'S PACK

## VENKAT RAMAN

"An OUTSTANDING  
spectacle...leaves you in a  
state of emotion wanting  
more & more."

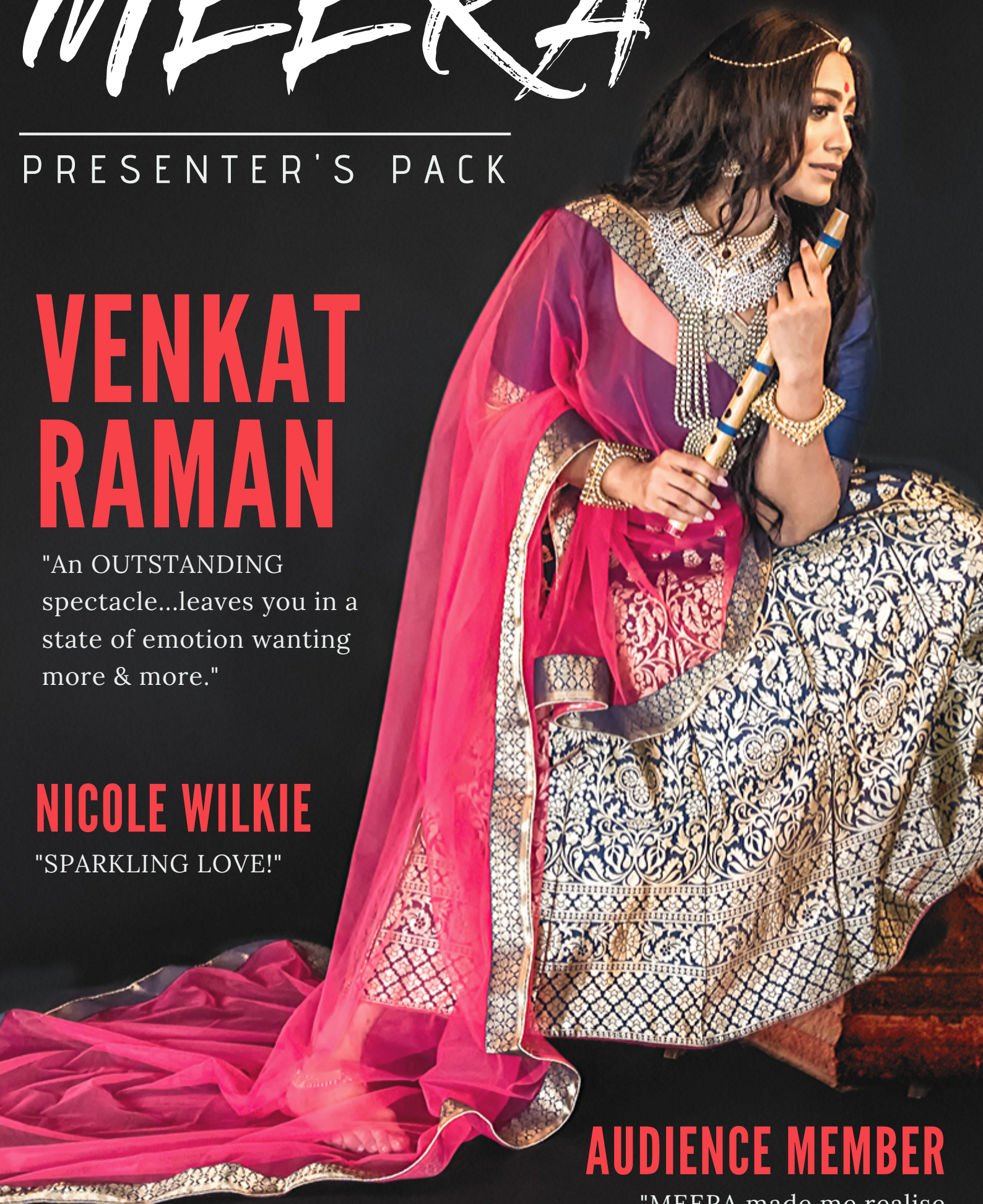
## NICOLE WILKIE

"SPARKLING LOVE!"

## AUDIENCE MEMBER

"MEERA made me realise  
my love for theatre."

WILD DREAMER PRODUCTIONS



“

Art is a language, just like words, just like actions, just like symbols – the umbrella linking all types of expression. The link that connects us in joy, in sorrow, and ultimately in striving to become the best versions of ourselves ever imaginable.

”

Aarti Bajaj



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# WILD DREAMER PRODUCTIONS

Acting as the bridge between up-and-coming artists and the professional creative industry, Wild Dreamer Productions connects local artists with the resources they need for creative success.

Wild Dreamer Productions is the international production house owned and operated by Aarti Bajaj, providing local amateur and trained professional artists the opportunity to combine their expert skillsets to produce international stage productions.

Whether an artist's passion is performing, production, makeup application or simply being immersed in the Creative Arts industry, Wild Dreamer is enabling the next generation of creative professionals to expand their artistic potential.

With a vision to be an internationally recognised production company with thousands of artists and creative potentials training and working around the globe, Wild Dreamer Productions is working to develop creative industry pathways to foster new learning and expanded development of new up-and-coming artists.

Through strategic partnerships with passionate partners, supporters and affiliates, Wild Dreamer artists harness and leverage new technologies, new opportunities and new experiences like never before. With some shows in the last 12 months working with various technical and creative teams to integrate 2D-3D visual stage mapping in the theatre - adding an entirely new dimension of depth to a traditional theatre production, technology never seen before in our past venue cities.

The production house with soul, working with talented and passionate individuals all around the world.

**“It is amazing. So many acts & performances... Just a LOT of talent.”**

- Brooke-Lin, Wild Dreamer Performer





# MEERA

**From love and devotion, to heart-break and betrayal, MEERA follows the journey of an Indian Princess through the trials and tribulations of the universe...**

MEERA The Production is a bold love story from 16th century India, following the life of a young Princess on her endless, beautiful journey of her true love; Krishna.

Musical-theatre told through mesmerising dance and a confluence of various artistic forms, MEERA is a love story audiences love. Combining hand-crafted costumes, internationally composed music and next-generation stage-mapping visuals, audiences have been immersed in theatres around the world, capturing the essence of true love.

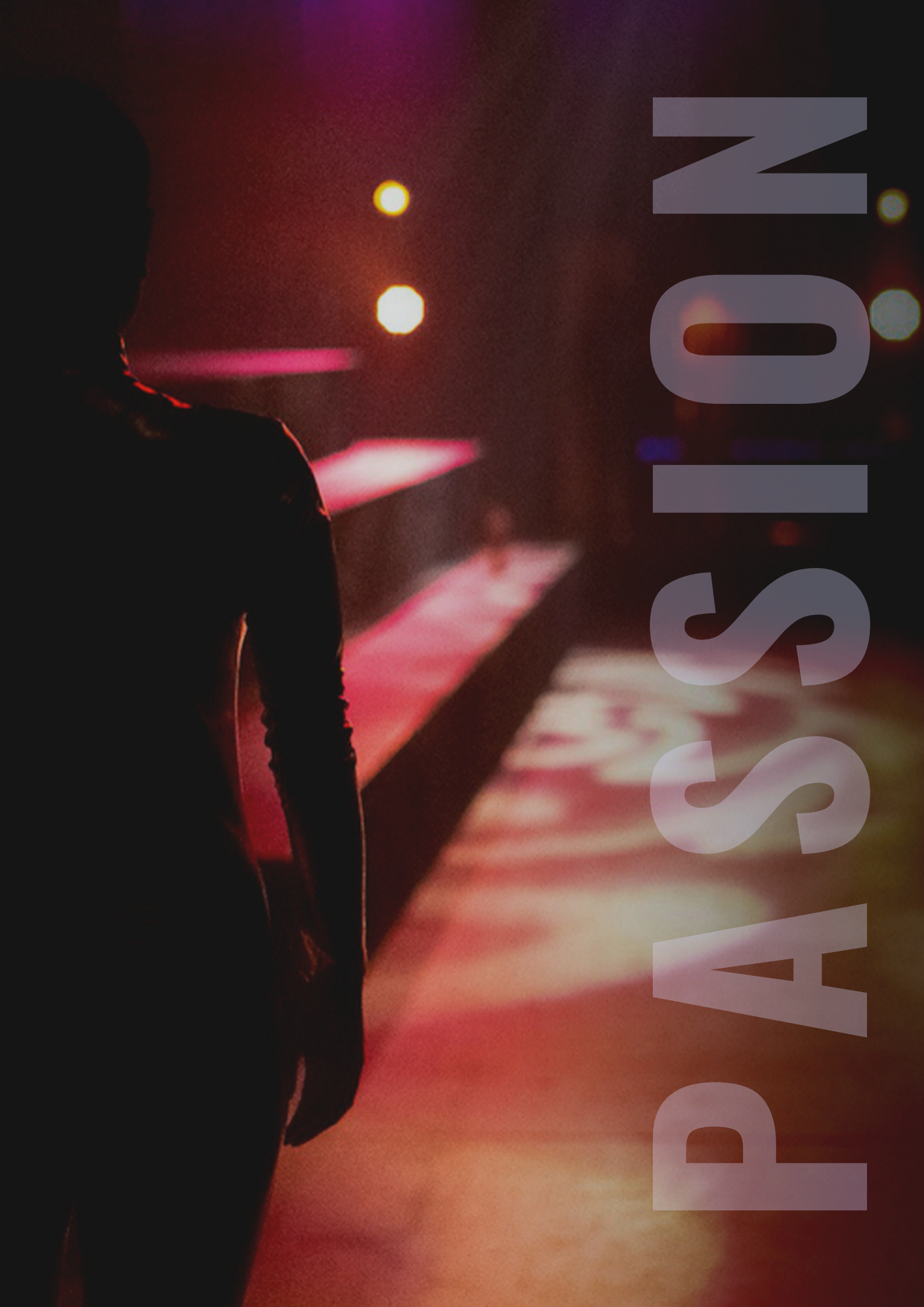
Community is our lifeblood, with performers ranging from primary school students, lawyers, doctors and more, Wild Dreamer Productions is bringing together artists from all over the community and providing them a platform to express new ideas, learn new skills and create truly magical theatrical experiences.

A BEAUTIFUL EXPLOSION of colour." That's how MEERA has been described, and with everything from individually hand-crafted costumes to the latest in theatre technology, MEERA creates an experience like none-other, one that will always be remembered.

The result of countless of hours of collaboration between passionate individuals, MEERA connects creatives all around the world, with one commonality – all in the pursuit of love & passion.

[watch the trailer](#)





# PASSION.





## PERFORMANCE SPECIFICS

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### Duration

90 minutes (Show Run Time)

1x 20 minute (Intermission)

### Suitable Venues

- Theatres

### Maximum Number of Performances p/Week

12 performances per week

### Minimum Break Between Performances

60 minutes

### Performance History

- HOTA, Gold Coast, 2018
- ASB Waterfront Theatre, Auckland, 2019

### Licensing Agreements

None - all show material has been produced under the Wild Dreamer Productions copyright.

### APRA Obligations

None - all show material has been produced under the Wild Dreamer Productions copyright.

### Touring Personnel

The touring party consists of 10 people. List of the touring personnel below.

- 1x Stage Manager
- 8x Performers
- 1x Technical Staff



## ADDITIONAL INFORMATION

### Production Images

High-resolution images available on request: [admin@wilddreamerproductions.com](mailto:admin@wilddreamerproductions.com)

### Marketing Material

Available on request: [admin@wilddreamerproductions.com](mailto:admin@wilddreamerproductions.com)

### Content Warnings / Audiences to Avoid

MEERA is classified as Parental Guidance (PG), and may contain content that children find confusing or upsetting and may require the guidance of parents or guardians. For more information on this classification, please visit the Australian Government's Department of Communication and the Arts website, which provides in-depth context surrounding Australian viewing classifications.

» <http://www.classification.gov.au/Guidelines>

### Prior Sponsors & Acknowledgements

- City of Gold Coast
- Bond University
- Rise Up Australia
- Federation of Indian Communities QLD
- Smart Smile Orthodontics
- Navrasa Dance Academy
- Priceline Australia
- Australian Indian Radio
- Brisbane Indian Times
- Epicer Indian Restauranty
- Teddy Lane Nails
- The Dance Studio
- TAPAC
- Indian Newslink
- Phoenix Belly Dance
- Auckland University of Technology
- TVNZ
- Radio Tarana
- Servilles Academy
- Colour Junkie





## TOURING

# PRODUCTION DETAILS

### Technical Summary

Wild Dreamer Productions supplies in-house technical staff to work with the show.

### Crew Required From Venue

Only mandatory crew that each venue requires to be assigned to the production.

### Stage

Stage /performing area must be indoor (must be protected from weather; power sockets are also required to connect AV equipment), specs available upon request at: [admin@wilddreamerproductions.com](mailto:admin@wilddreamerproductions.com)

### Lighting

Comprehensive lighting equipment required throughout the show; however can be modified depending on venue equipment available; as well as general house lights to illuminate the audience before and after the show.

### Sound

In-house speaker system.

### Wardrobe

Venue to supply - Dressing room(s). Backstage area for cast preparation, wardrobe, props, hair & make-up

### Freight Notes

None.

### Critical Issues

Ensure cast costumes are stored safely and are protected from the elements at the venue in-between shows, as they are delicate when handled.

# CREDITS



CREATIVE  
DIRECTOR  
**Aarti Bajaj**



PRODUCTION  
MANAGER & ADMIN  
**Neat Tangkapipop**



DRAMA  
CONSULTANT  
**Chamkaur Gill**



VOCAL  
COACH  
**Barbara Prestia**



2D-3D PROJECTION  
MAPPING  
**Knownsense Studios**



MUSIC  
COMPOSER  
**Ravi Chandra Kulur**



SCRIPT  
WRITER  
**Sue Den Besten**



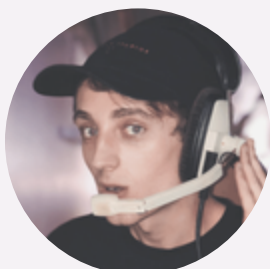
SCRIPT  
EDITOR 1  
**Kelly Joyce**



SCRIPT  
EDITOR 2  
**Chamkaur Gill**



PRODUCTION  
PHOTOGRAPHER  
**Helen Selmeczy**



MARKETING  
DIRECTOR  
**George Cary**



PUBLIC RELATIONS  
DIRECTOR  
**Joanne Rahn**



BUSINESS  
STRATEGIST  
**Vishal Mehrotra**



COMPANY  
PSYCHOLOGIST  
**Monica Pema**



# EMOTION



# DIRECT ENGAGEMENT

## Overview

Written for all audiences from teenage to mature, those that're interested and engaged by compelling story-telling, MEERA is a beautifully compelling stage-production that leverages the talent and passion of local, professional performers in a magical story of true-love. There are a range of audience engagement opportunities throughout the lead-up to the show, during the show itself, and even after the show has concluded. These include community outreach initiatives (such as local advertising campaigns on radio & television), immersive show elements (consistently engaging and captivating audiences), post-show cast photo opportunities, etc.

## Target Audience for the Show

- Local arts fans
- Indian communities
- Families / couples
- 18 - 60+ years old demographics
- School groups

## Engagement Strategies

- Hosting of a launch event
- Hosting community events (workshops, dance performances, volunteer organisation involvement, etc.)
- Connecting with local schools and organisations to host free dance masterclasses
- Relevant billboard marketing in close proximity to the venue
- Local radio / television promotion and/or affiliation
- Local newspaper / media company promotion and/or affiliation
- Any other relevant engagement strategies, bespoke to the host location

...Wild Dreamer Productions has reached over 1,000,000 users over the last 12 months alone, with follower engagement rates topping 25% at the height of past campaigns...







# ONLINE ENGAGEMENT

## Summary

With one of the quickest growing and engaged social platforms across the entire Australian Performing Arts Industry, Wild Dreamer Productions has reached over 1,000,000 users over the last 12 months on the MEERA project alone, with follower engagement rates topping 25% at the height of past campaigns. Again, Wild Dreamer plans to rollout an interactive online engagement strategy, to assist in reaching new audiences around South-East Queensland with compelling MEERA content.

## Communication Channels

- Facebook Marketing
- Instagram Marketing
- YouTube Marketing
- Search Engine Marketing
- Direct Marketing (Email & Facebook Messenger Strategies)
- Digital Podcast Series ("MEERAcast")

## Engagement Strategies

- Video trailers (promotion videos, behind-the-scenes, events coverage, etc.)
- Release of graphic media (photos, promotional images, etc.)
- Copywriting & blog posts to support production positioning
- Targeted social advertising
- MEERA merchandise promotion

## Public Relations Integration

With Wild Dreamer Productions being partnered closely with local Public Relations Agency Zanthii AU for the past two years, PR Agent Joanne Ialacci works closely with the MEERA Production Team to leverage media opportunities in local news outlets and online media sites to promote production activities. These opportunities will assist in generate additional exposure and excitement around the show's commencement, and will be scheduled strategically with all other marketing activities.





## CLOVER HILL PRIMARY

"Clover Hill Primary School students were given the rare opportunity to dance alongside the creators of Indian dance spectacle MEERA...The show's artistic director Aarti Bajaj stopped by for a workshop on Indian classical dance with members of the school's dance academy; inviting them to watch, listen and learn all about the art form.

Ms Alessio [School Principal] said she reached out to Meera on Facebook, hoping to give her school's talented dance students the chance to go above and beyond."

- Inspire Magazine, 2018



## QAHS

As part of our community workshops leading up to the production on Gold Coast, we hosted a series of theatrical workshops for the students at Queensland Academy of Health Sciences (Southport) over a range of different topics. With the help of Wild Dreamer Vocal Coach, Barbara Prestia, the workshops covered everything from dance, to acting, stage etiquette, vocal control, and the power of one's self.





MOVEMENT



# MEDIA

## MEERA PULLS HUGE CROWD

**KATE PARASKEVOS**

THE 350-plus cast members took to the stage for the world premiere of the stage spectacular *Meera* at the Home of the Arts Theatre on Saturday night.

The production, which was written and directed by and stars local actor Aarti Bajaj, performed in front of a full house of 1100 people, and comprised an entire cast of Gold Coast and Brisbane performers.

Ms Bajaj said the show's concept was 14 years in the making with rehearsals taking 18 months of sweat and tears.

"I had the idea for the show 14 years ago but like all creative things, timing is everything," she said.

"I had to take time to develop my style as an artist to fully realise that creative vision and I am so pleased with how it has come together."

"It will be a dream come true - we just want to bring that magic to life."

Meera is inspired by a unique

love story set in 16th century India between the mortal and immortal.

Ms Bajaj said she flew to India to source costumes and jewellery to create an authentic feel to the production.

Meera was at HOTA for one night only.

Aarti Bajaj and cast members of the stage spectacular *Meera*, which played to a sellout HOTA crowd.

Picture: MIKE BATTERHAM





# VIDEOS



watch the review



watch the interview



watch the video





## INTERESTED IN JOINING US?

Contact our production  
administrator: Neat Tangkapipop

Email:

[admin@wilddreamerproductions.com](mailto:admin@wilddreamerproductions.com)

[WILDDREAMERPRODUCTIONS.COM](http://WILDDREAMERPRODUCTIONS.COM)

## WE'RE LOOKING FOR:

- Production Sponsors
- Production Partners
- Media Partners
- Host Venues



A photograph of two women in traditional Indian attire, possibly for a theatrical production. The woman in the foreground is seated, wearing a light-colored, heavily embroidered sari with a floral pattern. She has intricate face paint on her forehead and cheeks. The woman in the background is standing, wearing a white sari with a dark border, and also has face paint. The background is dark, and the overall lighting is soft, highlighting the women and their clothing. The text 'the production company with soul' is overlaid in a large, white, sans-serif font.

# the production company with soul

passion is worth exploring.

A Wild Dreamer Production

[admin@wilddreamerproductions](mailto:admin@wilddreamerproductions)

[www.wilddreamerproductions.com/meera2019](http://www.wilddreamerproductions.com/meera2019)