



About us

SHRUG Ladies are a Performance Company of 4, making Street Art, involving mime, improvisation and audience interaction. Having been together since 2004 they have performed in cities across the UK, working together with venues and festivals to bring engaging, live, innovative performances to the wider public and a welcome interruption to someone's day.

SHRUG 'happenings' began with an urge for glamour, a chance to turn monotonous actions into durational acts; performances for everyone to view. Our work has always been very site specific, visually striking and yet unimposing to an audience. SHRUG's target audience is the general public, anyone and everyone who wants to interact with us is encouraged to do so. Our work has primarily been created with an adult audience in mind, however children reacted very positively to the Shrug Ladies and so a new dynamic has been added to our work. This has influenced our devising process and has led us to perform at various Children's festivals, and will play a large role in educational initiative's in 2010.

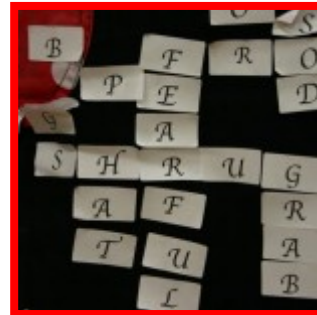
Performances

The SHRUG Ladies work is very site specific and our work is always tailored to suit our client's requirements. The SHRUG Ladies will devise original work to react to their surroundings, theme of the event and to ensure that the work appeals to the anticipated audience.

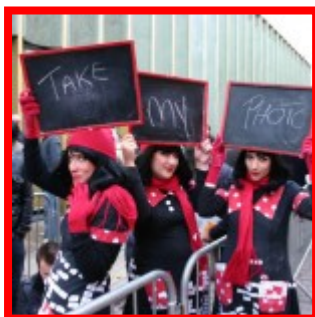
Please see the SHRUG company CV for a detailed list of performances over the last 5 years. Below is a brief overview of recent SHRUG activity which should highlight wandering and durational pieces.

Nottingham Contemporary Launch – Nov 2009

The SHRUG Ladies were invited to spend the weekend helping to launch the brand new modern art gallery Nottingham Contemporary. The SHRUG Ladies had the pleasure of entertaining the crowds as they



queued in anticipation. This piece was inspired by the exhibition featured in the gallery by Frances Stark. Stark's work incorporates text so in response to that stimulus gallery patrons were invited to play SHRUG Human Scrabble by making words on the Ladies' dresses using sticky letters! Younger audience members were given the opportunities to draw portraits on the Ladies' chalk boards. The Ladies then came together again to entertain the crowds with their mischievous anagrams of the word shrug. The reactions to the words created some laughs from the crowds as they lined up in the cold, and fun was had by all.



KiosKiosk Launch Nottingham – Sept 2009

The SHRUG Ladies set up shop to launch a unique range of SHRUG merchandise, including aprons, napkins and doilies, bracelets, broaches and scarves, and a selection of our photographic prints from many ‘City Happenings’.



The Ladies had the fantastic opportunity to show this range of hand made goodies as part of Wayne Hemingway’s KiosKiosk project.

The man behind Red or Dead first launched his KiosKiosk pop-up shop concept next to City Hall in London earlier this year, in a bid to provide fledgling creative businesses with a rent-free showcase. Nottingham is the first city outside of London to host the Kiosk.

Wirksworth Festival – September 2009

The SHRUG Ladies set out on a fantastic weekend trip to Wirksworth Festival. They were ready and prepared to present their newly devised performance piece as part of the ‘What is SHRUG’ research project. The piece included 3 sections entitled ‘SHRUG Tea Dance’ a movement piece to music to symbolise a repetitive daily routine which then flowed into, ‘Day at The Beach’ a comical costume change with an improvised section to background music together with comedy actions and movements whilst relaxing on a beach. The piece ended with a section called ‘Sailor SHRUG Hand Jive’ which is a seated dance using only arms and legs to carry out the sequence, during which the ladies got the opportunity to pack up props and costumes as part of the routine and head off to the next location on the festival trail.



Lakeside Children's Festival – June 2009

The SHRUG Ladies hosted their own picnic and tea party especially for families to come and join in. The ladies brought the big red cart full of all kinds of cakes and goodies to eat and drink and set up a picnic where children and parents could come and join for tea (for the grown up's) lemonade for the younger audience and cup cakes and strawberry's for everyone!



There were also plenty of games to join in on including bounce the beanbag, make your own SHRUG Lady, ball games and egg and spoon races. A fun day for all the family.



Testimonials

Audience comments collected from Wirksworth Festival:

- *'Its just good fun!'*
- *'They're awesome!'*
- *'They're mad!'*
- *'They're fun actually, really good fun.'*
- *'Its the everyday things that we do put out there to see and it makes it funny'*
- *'I get a lot of amusement from it'*
- *'A breath of different air'*
- *'as a bloke I get to see a bit of the female world'*
- *'They just look like a really good bunch of friends, it makes me want to be part of it'*
- *'flirty'*
- *'Its outrageous'*
- *'Different and wonderful'*
- *'Fascinating to watch, I could watch it all day'*
- *'I love the silence in amongst all this noise'*
- *'The costumes are fantastic, visually stunning'*

Nottingham Contemporary Art Gallery

‘The Shrug Ladies are exceptionally professional and talented performers. They look stunning and their work is clever, humourous and insightful. For the launch of Nottingham Contemporary Art Gallery they researched and created an exceptional performance to chime with our opening exhibition. They turned up with plenty of time and worked in the cold and wind entertaining the crowds without complaint for 2 days. They are consumerate professionals and wholly reliable – as a festival and launch organiser, I have no hesitation at all in recommending them for any event– apart from the fact I'd quite like to keep them as my own special secret!’

Kay Hardiman
Launch Organiser
Nottingham Contemporary

KiosKiosk

‘The Shrug ladies provide a vibrant, interesting, interactive concept and are a “must have” for all PR initiatives/Launch events’

Kay Hudson
Marketing Manager
Invest in Nottingham on KiosKiosk

Lakeside Children’s Festival

‘The Shrug Ladies fascinated audiences at Lakeside's International Children's Theatre and Dance Festival, enticing them with their charming picnic, to enter into their world made entirely of white, black and red.’

Rachel Feneley
Drama Education Officer
Lakeside Arts Centre

General costs

Wandering interactive work One Day (Max 3 hours total)

Two Ladies £300 + Exp (to be negotiated with event)

Four Ladies £500 + Exp (to be negotiated with event)

Wandering interactive work Two Days (Max 6 hours total)

Two Ladies £500 + Exp (to be negotiated with event)

Four Ladies £750 + Exp (to be negotiated with event)

Shrug cart and picnic

One Day

Two Ladies £350 + Exp (to be negotiated with event)

Four Ladies £550 + Exp (to be negotiated with event)

Two Days

Two Ladies £550 + Exp (to be negotiated with event)

Four Ladies £800 + Exp (to be negotiated with event)

A repeat performance of a devised structured piece with 4 ladies.

Duration of approx 15 mins:

Full day with 4 performances £500 + Exp (to be negotiated with event)

Two full days £750 + Exp (to be negotiated with event)

Quotes can be pulled together depending on what the client requires from the performance and the duration in which the Ladies will need to perform.

A DVD of previous work is also available on request

Contact Information

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