

fringe

PRESS RELEASE

ImmerCity Blood Will Have Blood by Clancy Flynn



Intense, interactive, audio-immersive show for 12 people only!

After Banquo's murder his son, Fleance, is adrift in **Macbeth's** brutal new Scotland. Listen to his tale as he is taken under the wing of the strange woman who lives on the heath. Under her guidance, they bury their father, clean the houses of dead traitors, discover a prophecy about their future and learn to fight for their revenge. This is Shakespeare's world of power and trauma developed into a disorienting interactive performance. Explore the relationship between fate and choice in **Macbeth**. No matter what happens, fate will always catch you, so what do you do with the choices you have?

Expertly integrating story with technology, **Blood Will Have Blood** gives each audience member their own sound feed. Though everyone starts out at the same point, their stories start to deviate as they make choices, resulting in 12 unique experiences.

Blood Will Have Blood came from sell-out immersive new writing event the **Alchemical Door** and was part of **ImmerCity's** movement away from set-dependant immersive theatre. Written by **Clancy Flynn**, writer of *Whistleblower* and *Wyrd*. A huge tech-geek, Flynn is the technical manager for both the **Science Museum** and **The Kings Head Theatre**.

Formed in 2012, **ImmerCity** has performed at immersive and site-specific theatres all over the UK and Ireland. Recent larger scale immersive productions include collaborating with **Opera Holland Park** on *The Dwindling House of Holland* and with **Kensington and Chelsea Council** on alien invasion show *Crashed*. **Blood Will Have Blood** is directed by ImmerCity's artistic director **Rosanna Mallinson** with sound design by **Nicola Chang**, a composer for video games, film and theatre.

Previous reviews for ImmerCity

'This is a show of great consequence, which illustrates brilliantly how important and thought-provoking art can be' ★★★★★ BroadwayBaby.com

'The best immersive theatre I've seen in a very long time' ★★★★★ Everything-Theatre.co.uk

www.Immer-City.com

Listings Information

Venue	C nova, venue 145, Edinburgh Festival Fringe
Dates	9-29 Aug
Time	14:15 and 21:15 (0h50)
Ticket prices	£11.50-£13.50 / concessions £9.50-£11.50
C venues box office	0845 260 1234 / www.CtheFestival.com
Fringe box office	0131 226 0000 / www.edfringe.com

For further information, images and interview availability please contact Rosanna Mallinson at ImmerCity on 07843 054927 / mallinsr@tcd.ie

or the C venues press office on 0845 260 1060 / press@cvenues.com

C venues

vibrant vivacious variety

head of press and marketing

Nick Abrams

head of external affairs

Sheridan Humphreys

associate director

Siva Zagel

artistic director

Hartley T A Kemp

year round administration

C venues London

5 Alexandra Mansions

Chichele Road

London NW2 3AS

during the Fringe in August

C venues Edinburgh

Press office at C nova

India Buildings, Victoria Street

Ticket collection at any C venue

press office tel 0845 260 1060

fax 0845 260 1061

box office tel 0845 260 1234

email press@cvenues.com

www.Cvenues.com

C venues

venue145
INDIA BUILDINGS
VICTORIA STREET
0845 260 1234
www.CtheFestival.com
The Edinburgh Festival
fringe