



Focus On....

College Staff: Joe Roukin

### Joe Roukin takes on the West End for charity

Joe Roukin lives in North London with his wife Sheara. He currently teaches on the Art & Design courses and is an active member of the College community, co-ordinating the annual Christmas card competition and contributing to the College's marketing group. Outside of college, he undertakes freelance design work and is the graphic designer for a theatre company called Eyebrow Productions.

Joe first became involved with Eyebrow Productions when he lived and taught in Bristol. Still being fairly young at the time, he made friends with a number of Bristol University students who were producing plays and musicals and who were responsible for setting up the theatre production company 'Eyebrow Productions'. Offering his design services to these students, Joe, over a three year period, designed and produced the marketing materials for a majority of their shows. This included developing the branding, design concepts, and then producing all the flyers, posters and programmes.

The majority of the Eyebrow team, including Joe, eventually ended up moving to London where the 'Showtime Challenge' concept was created. The basic idea was to hire a West End theatre, choose a show, choose a charity and then rehearse and stage the production in 48 hours with all the proceeds going to fantastic causes.

Eyebrow Productions has enjoyed presenting theatre all over the country. Always performing with a full orchestra, Eyebrow has impressed audiences with slick performances and tight choreography that has generated unforgettable entertainment.

Eyebrow Productions is a team of dedicated volunteers from a variety of industries including theatre, film and journalism to teaching, the NHS and government, who combine all these skills and experiences to produce powerful performances and events.

Past productions have included Stephen Sondheim's *Company* and *Assassins*, which were both sell-out shows when performed in Bristol and Edinburgh. Kate Copstick from *The Scotsman* wrote: 'Sondheim is safe in their hands.'

Having established a strong reputation with Sondheim musicals, Eyebrow went on to tackle *Into The Woods*, at the New Theatre, Oxford in 2004. In line with Eyebrow's typically innovative style, this production, hosted by Mel Smith, was entirely put together in 48 hours.

Stephen Sondheim described the venture as 'genuinely fresh and exciting' and the evening - First Choice in *The Times* - was a triumph, with the 'beautifully delivered' event raising funds for the Oxford Children's Hospital £9 million campaign.

Eyebrow Productions then reprised its 48 hour challenge in 2006 and performed *Sweet Charity* at the Theatre Royal, Drury Lane, presented by Gail Porter. David Jason said of the fantastic performance: For such an experience to benefit the British Heart Foundation is indeed the icing on the cake.

Showtime Challenge 3 came in the form of *Me and My Girl* at the London Palladium on 26<sup>th</sup> October 2008 for the Anthony Nolan Trust and was hosted by Mel Giedroyc and Les Dennis. It once again gave over a hundred talented actors and musicians the opportunity to perform on a West End stage, raising over £20,000 in the process. Joe exclusively branded the show and put together all the marketing campaigns. His wife Sheara designed all the costumes, in and around also doing her normal job of designing costumes for theatre and feature films such as *Elizabeth – The Golden Age* and *The Other Boleyn Girl*. If you would like to see some of their designs please visit

[www.eyebrowproductions.co.uk](http://www.eyebrowproductions.co.uk)

Eyebrow is now concentrating on its new project, Writetime – the search for fresh and exciting plays, musicals and short films. If any student is interested in submitting material then please visit [www.sendusascript.co.uk](http://www.sendusascript.co.uk)

