

# Red Table Theatre Company

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## A New Way to Produce Fringe Theatre

Red Table - founded by brothers Piers and Rafe Beckley - will use a new financial model called Open Book Theatre for its new production of **The Just So Stories** at The King's Head Theatre, Islington this Christmas.

In Open Book Theatre, all of the cast and crew are given access to the financial information of the show from the beginning of rehearsals through to closing the books.

Many fringe productions in this country never make a profit, despite high ticket sales. Those members of a company who have agreed to a profit-share can be understandably confused as to why there's no money for them when some performances have sold out.

By allowing every member of the company to examine the books at all times, everyone will be able to see exactly where the money is going out and coming in. They'll have a stake in the business as well as the art of theatre.

Rafe Beckley, director of The Just So Stories said: "I'm tired of seeing so many talented actors working on profit-share productions and never seeing any return from the fantastic theatre that they've made. We want every actor involved in our productions to make money as well as amazing theatre. Opening the books is the best way to make that happen."

### Notes to Editors:

The Just So Stories is on at the King's Head Theatre from 15 December 2010 to 3 January 2011.

Red Table was formed by brothers Piers and Rafe Beckley to bring outstanding Fringe Theatre to London. The Just So Stories is their first production. Biographies are available at <http://www.redtabletheatre.com/people/>, and both brothers are available for interview.

For more information about Open Book Theatre, contact Piers Beckley at [piers.beckley@redtabletheatre.com](mailto:piers.beckley@redtabletheatre.com) or 079 5257 6693.

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