

## TAO PRODUCTIONS CASE STUDY

### Title:

THE LEGITIMATE PEAKY BLINDERS FESTIVAL 2019

### Brief:

To produce an Immersive Festival in the style of the television series 'Peaky Blinders'.



### Client:

Steven Knight (Creator of Peaky Blinders) & Viveka & Vehement Ltd.

### Objectives:

Create an area of Birmingham City Centre into a 1900s period festival, utilising music that had been used in the BBC Television Series including Anna Calvi, Liam Gallagher, Primal Scream and The Ballet Rambert.

Manage cast appearances, Q&A sessions and Spoken Word appearances including Steven Knight, Helen McCrory, Tom Hardy, Sam Neill, Sophie Rundle and others.

On September 14th and 15th, Birmingham celebrates the television show that has catapulted its history to a global audience. Now, the show's creator, stars, famous fans and its home city come together to create a spectacular, immersive and 'legitimate' event in its honour.

The Legitimate Peaky Blinders Festival brought together immersive theatre, live music and fashion inspired by the series, a cinema showing, a museum, food, drink, poetry and more.

With 5 stages of music, live recreations of Peaky Blinders scenes involving 200 actors, fashion shows and mens' grooming - fans will be living in the show's world encompassing the Digbeth, Central Birmingham area. Using its historic streets, warehouses and factories and employing lighting, sound, smoke, video mapping and special effects, the post-World War 1 era will come to life for an unmissable day.

### TAO Productions undertook:

- Supply, installation and management of 5 stages and 12 internal bar performance areas within the event footprint
- Supply of security, CT Dogs, medical and fire safety personnel for the event.
- Design and management of a Fashion show, cinema performance and Peaky Blinders Museum delivery.
- Manage the appearance of the actors and producers of The Peaky Blinders' television series



- Event Planning, Emergency Plans and Safety Plan delivery agreed with the SAG including HVM.
- Production management and advance artists liaison for 5 stage performances utilising over 80 artists.
- Site management for the Digbeth city centre site, including fencing, HVM, concessions, video screens and lighting.
- Procurement of site signage and dressing.

### Event Reviews and Testimonials':

*"The Legitimate Peaky Blinders Festival is a stunning Shelby celebration"*

#### **Birmingham Live**

*"The immersive spectacular will combine music, immersive theatre, fashion, a museum and much more, making it a must-go for any self-respecting Peaky Blinders fan."*

#### **The Sun**

*"A menacingly huge portrait of Cillian Murphy's TV alter ego Tommy Shelby loomed over the inaugural Peaky Blinders Festival, an arty street carnival celebrating the phenomenally successful BBC retro-gangster drama. A rich mix of musical performances, guest speakers, immersive theatre and dance pieces, this giant fancy-dress party was clearly a source of local pride for Birmingham, where the show is set and partly filmed. Thousands of revellers turned up wearing Shelby's signature 1920s look of peaked cap, three-piece suit and aggressively severe haircut."*

#### **The Times**

