

BRAT



HAUNTED
POE

World Premiere || THEATRICAL **HAUNTED HOUSE**

OCTOBER 1 — NOVEMBER 1, 2009

38 Jackson Street, Philadelphia, Pennsylvania

INFORMATION AT — www.HAUNTEDPOE.com

TICKETS — 1.800.838.3006 || INFO — 215-207-9369

STORYLINE & DIRECTION BY **MADI DISTEFANO**
FROM AN ORIGINAL CONCEPT BY **MICHAEL ALLTOP**

INSPIRED BY PHILADELPHIA'S
OWN MASTER OF THE MACABRE
EDGAR ALLAN POE

ABOUT BRAT PRODUCTIONS

Brat is committed to "thinking outside the proscenium" with performance pieces that are surprising and incendiary, entertaining and unsettling. Our mission is to create an audience of the future by producing theatre that breaks the rules; theatre that tests conventions; theatre that rocks! We envision a world in which live theatrical performance shares a place in the common cultural consciousness alongside music, film, television and the Internet; where theatre speaks to everyone.

"Brat not only pushes the envelope, it licks it, slaps a stamp on it, and sends it to places no one has ever been to before." — *Philadelphia City Paper*

TICKETS || INFO

Entrance to *Haunted Poe* begins at 7:00PM and continues until 9:30PM [later on Fridays & Saturdays]. Tickets are sold in thirty-minute increments. For instance, if you buy a ticket for the 8:30PM time slot, you will enter the house between 8:30PM and 9:00PM. Please arrive before your scheduled entrance time. Every few minutes a new audience will be admitted and will walk through the performance together. Because of the focus on small-group interaction, capacity for *Haunted Poe* is limited. Advance purchase of tickets is highly recommended to guarantee admission.

PREVIEWS Oct. 1-3 \$15
 TUES-THURS, SUN... \$20
 FRI-SAT..... \$25

ONLINE SALES: WWW.HAUNTEDPOE.COM
 FOR TICKETS BY PHONE: 800-838-3006
 VISA || MASTER CARD || AMERICAN EXPRESS

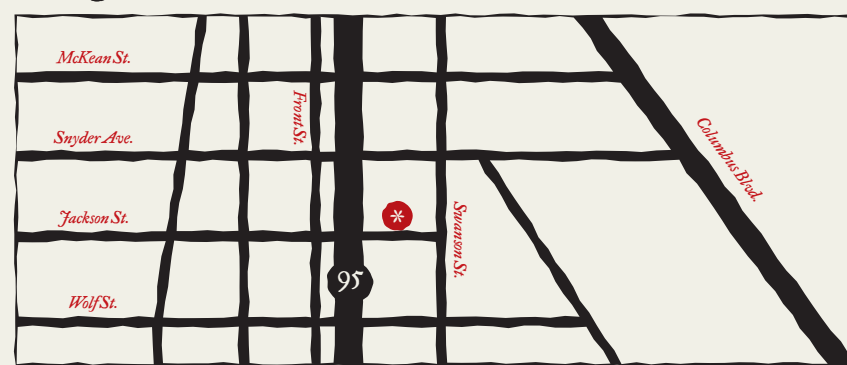
24 HOUR INFO HOTLINE: 215-207-9369
 OR CALL TOLL FREE: 888-283-1428

\$5 DISCOUNT FOR GROUPS OF 15 OR MORE.
 CALL 215-627-2577 FOR GROUP SALES.

OCTOBER 1 — NOVEMBER 1

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38 JACKSON ST., PHILADELPHIA



A TELL-TALE HEART BEGINS TO BEAT...

160 YEARS AFTER HIS MYSTERIOUS DEATH, Edgar Allan Poe returns from the grave to haunt you with his most terrifying tales and poems. In a 10,000 square foot warehouse in South Philadelphia, *Brat Productions* presents a unique and utterly theatrical take on a Halloween tradition — the Haunted House. You move from room to room. Down twisting hallways. Through the heart of darkness. Into the unknown.

Grounded in some of the best-known and most chilling works ever written, *Haunted Poe* offers an immersive, multiple-sensory experience devoted to Poe's peculiar genius. A costumed cast of 30 awaits you in chambers of revelry...and horror. Masks, puppets, hidden passageways, magic lanterns, optical illusions, sound, music and video all serve to take Poe's themes of madness, suspense and the supernatural to a thrilling new level. In each room, around every corner, a new surprise awaits. Think you know Poe? His words will haunt you — Evermore!

Featuring scenarios inspired by *The Tell-tale Heart*, *The Raven*, *The Black Cat*, *The Fall of the House of Usher*, *William Wilson*, *The Masque of the Red Death*, *The Cask of Amontillado*, *The Murders in the Rue Morgue* and *The Pit and the Pendulum*, and more.

**ONE BY ONE DROPPED THE REVELLERS
 IN THE BLOOD-BEDEWED HALLS OF THEIR
 REVEL, AND DIED EACH IN THE DESPAIRING
 POSTURE OF HIS FALL.** — *The Masque of the Red Death*

THE PHILLY POE MANIFESTO

2009 IS THE BICENTENNIAL of Edgar Allan Poe's birth. Poe, in case you hadn't heard, wrote most of his greatest works while living in Philadelphia. Poe's genius flourished here in the early 1840s. Philly, in all its tumbling mess of democracy, strife, toil and glory, is the kind of place where the greatest American writer needed to be, to hone his vision, to perfect his craft. His writing career was set afire in a flaming channel of literature known as Philadelphia Gothic.

The six years Poe spent living in Philly were the most productive and successful of his writing career. Poe became a great writer while living in Philadelphia. While here he wrote the stories we still read: *The Fall of the House of Usher*, *The Black Cat*, *The Pit and the Pendulum*, *The Masque of Red Death*, *William Wilson* and *The Tell-Tale Heart*. Poe invented the mystery/detective story with *The Murders in the Rue Morgue* and began writing his masterpiece, *The Raven*, while living in Philadelphia.

Philly was the crucible for Poe's imagination. And Poe is the creative genius for our city today, unafraid to show the wicked parts of the human soul. Willing to work hard and keep pursuing the dream, even when life kept knocking him down. Off-center, but firm in his conviction that his was the right way to look at the world. And in the end, he was right.

That's why we still read him.

The Poe Bicentennial starts here. Don't come to Philly for the Liberty Bell. You've seen a thousand pictures of it in your lifetime. Don't come for Ben Franklin. Read his Autobiography. Don't come for Rocky Balboa. Watch his movies. Come for Poe. He lived in Philly, wrote his greatest works in Philly and represents all that is inspiring and terrifying about not only Philadelphia, but about America. — *Edward Pettit, the "Philly Poe Guy"*



CREATIVE TEAM

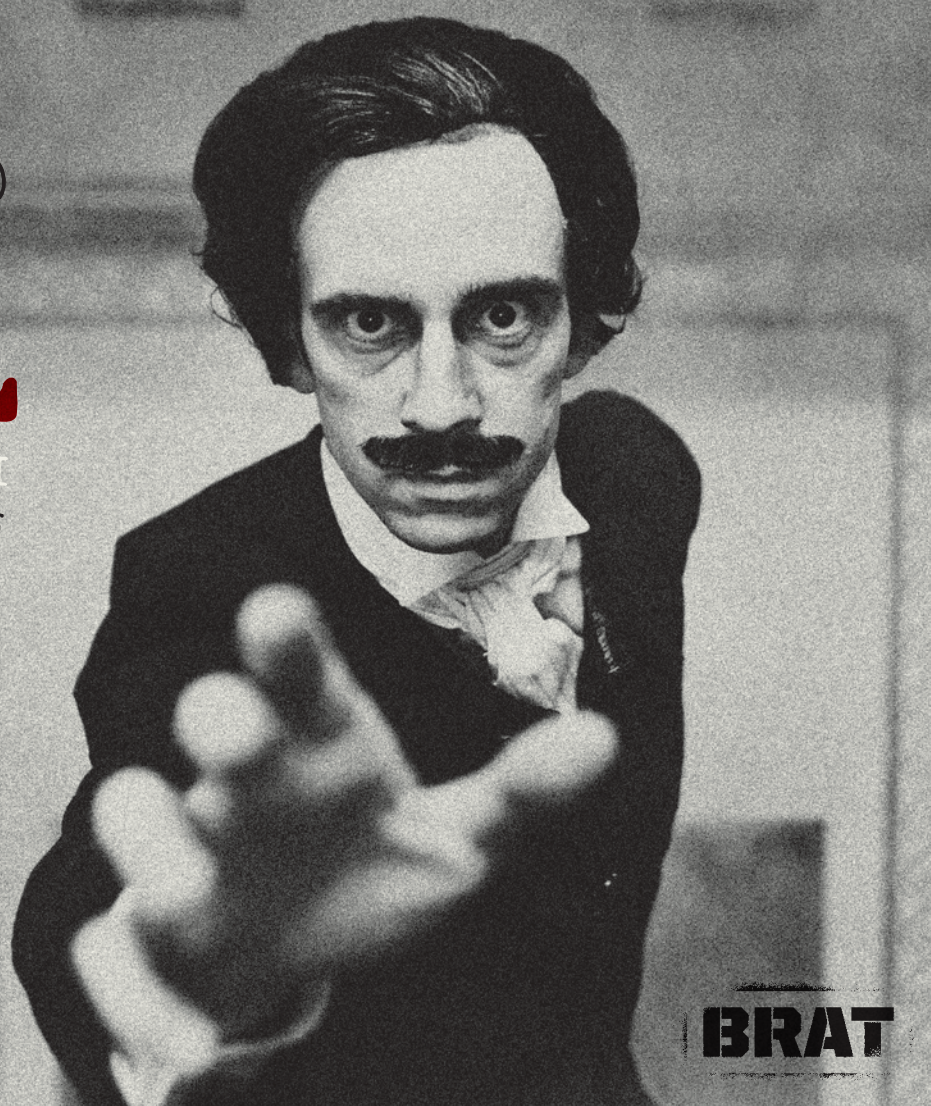
Developed & Produced by..... *Brat Productions*
 Storyline & Direction by..... *Madi Distefano*
 From an original concept by..... *Michael Alltop*
 Sets..... *Brad Helm*
 Dramaturgy..... *Greg Giovanni*
 Literary Consultation..... *Edward Pettit*
 Costumes, Masks & Puppets *Alisa Sickora Kleckner*
 Lights..... *John Hoey*
 Props & Technical Direction..... *Chris Kleckner*
 Sound & Music Composition..... *Michael Kiley*
 Video..... *Andrew Repasky McElbinney*
 Magic Consultation..... *Matthew Holtzclaw*
 & *The Artifice Group*
 Production Manager..... *R. Brian Cbacon*
 Stage Manager..... *Lindsay Galbraith*
 Press Representation.. *Canary Promotion & Design*
 Graphic Design..... *The Heads of State*



HAUNTED POE has been funded by *The Pew Center for Arts & Heritage* through the *Philadelphia Theatre Initiative* with additional funding from the *Marketing Innovation Program*. Additional support for HAUNTED POE comes from the *Independence Foundation*; the *Phoebe Haas Charitable Trust A*, as recommended by Carole Haas Gravagno, and *B*, as recommended by Leonard C. Haas; the *Samuel S. Fels Fund*; and the *William Penn Foundation*.



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 56 S. 12ND STREET • PHILADELPHIA, PA 19106

IN EACH ROOM,
 AROUND EVERY
 CORNER,
 A SHOCKING
 TALE AWAITS

BRAT

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