



KEVIN  
SPACEY  
FOUNDATION

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*Richard's Rampage*

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**Evaluation**





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Over the course of his career, Kevin Spacey has had the good fortune to be successful as a stage and screen actor, in running the film production company, Trigger Street, and as Artistic Director of one of the world's best-loved theatres – London's Old Vic.

He couldn't have achieved that success without the help of some incredible mentors along the way, particularly in his formative years.

One such mentor was Jack Lemmon, who had a philosophy which Kevin has now adopted as his own; if you have been successful in your chosen path then you have an obligation to 'send the elevator back down'.

That philosophy is at the heart of the newly formed Kevin Spacey Foundation (KSF) whose aims are to:

- + *Build on the success of its patron, using his achievements in film and theatre to promote KSF, and create unique opportunities.*
- + *Centre its activities in London but reflect the 'Global Community' and place itself at the forefront of a 'world without boundaries'.*
- + *Centre itself around a philosophy of self-belief and confidence.*
- + *Develop the careers of emerging artists and students, who may not be able to do so due to their social, global or economic circumstances.*



**Richard's Rampage** was the inaugural project from The Kevin Spacey Foundation, a hugely ambitious creative learning initiative spanning eight countries and three continents connecting young people and emerging artists ON STAGE, IN SCHOOL and ONLINE.

**Richard's Rampage** was linked to The Bridge Project, an unprecedented series of world-class theatre productions resulting from a unique partnership between The Old Vic, Brooklyn Academy of Music (BAM) and Neal Street Productions.

The Bridge Project 2011 cast Kevin Spacey in the lead role of *Richard III*, directed by Sam Mendes. The production placed the exchange of ideas, talent and creativity at the heart of the process.

**Richard's Rampage** was the counterpart to that production, offering 632 students and 162 emerging artists a unique opportunity to connect with Kevin and one another, entirely funded and managed by The Kevin Spacey Foundation.

**Richard's Rampage** has three distinct elements :

## + IN SCHOOL

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Selected secondary schools participated in a bespoke physical theatre workshop that included an abridged version of *Richard III* culminating in the creation of a short film. Participating schools received free tickets to *Richard III*, followed by a Q&A with Kevin.

## + ON STAGE

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Auditions identified exceptionally talented emerging actors who were then invited to *Richard III* as guests of the Foundation. Attendance at the production ensured they were prepared for a linked workshop with Kevin on stage in all but two of the venues visited on the tour.

## + ONLINE

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A **Richard's Rampage** microsite was created, profiling all IN SCHOOL and ON STAGE participants and featuring short films created during the IN SCHOOL workshops. Project participants were encouraged to blog, chat and comment about their experience, through links to Facebook and Twitter.





Programme Creator/Director - **Steve Winter**  
Project Manager/Actor Facilitator - **Anne Langford**  
Actor Facilitator - **Jonny Dixon**  
Arts Education Consultant - **Jennifer Fordham**  
Writer/Director Abridged *Richard III* - **John Nicholson**  
Movement Director Abridged *Richard III* - **Joseph Alford**  
Project Administrator - **Joanna Mackie**  
**Hamish Jenkinson** and **Douglas McJannet** for the Kevin Spacey Foundation

Photography - **Beowulf Sheehan**

With thanks to the project partners: Hong Kong Arts Festival, Centro Niemeyer, ISKV, SHN, Singapore Repertory Theatre, Kay & McClean, Doha International Film Festival, BAM.

## *Richard's Rampage*

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## Aims

- 01 To launch the Kevin Spacey Foundation with an ambitious, global project exemplifying excellence in arts education and offering a way to discover and then nurture emerging artists.
- 02 To deliver an exceptional IN SCHOOL workshop, including an abridged version of *Richard III*, to students aged 14-18 in 8 countries around the world, and give free tickets to those students for The Bridge Project production of *Richard III* and an exclusive post-show Q&A with Kevin Spacey.
- 03 To enable exceptional emerging artists aged 18-30 to enjoy a free performance of The Bridge Project production of *Richard III* and a masterclass with Kevin Spacey ON STAGE.
- 04 To create a vibrant ONLINE presence, sharing resources, celebrating work and building a global community of participants.



To launch the Kevin Spacey Foundation with an ambitious global project exemplifying excellence in arts education and offering a way to discover and then nurture emerging artists.

**Richard's Rampage** was helped and inspired by the high-profile global tour of *Richard III*. It enabled Kevin Spacey to connect with young people and emerging artists around the world as they shared in his experience of the production and his wider career through a unique theatrical production.

Working across three continents meant the Foundation needed to develop a global network of partners to support **Richard's Rampage** in each country. This ensured efficient delivery on a practical level but also ensured that the project contributed to the creative life of each city by integrating into already existing local networks. It also acted as a conduit to the development of new creative relationships leaving a legacy of partnership working between schools, emerging artists and organisations because of the project's existence.

# 01

The Foundation placed creative excellence at the heart of the work, recruiting experienced professionals to plan, develop and deliver the programme of work. Investing in planning and preparation time ensured that the IN SCHOOL workshops, and abridged performance, were of exceedingly high quality. The structure of the workshop enabled students to not only learn new skills, but also feel a sense of achievement by creating a short film as a culmination of the workshop. Crucially, by reaching out to students who wouldn't otherwise be able to afford to see a production of this calibre, **Richard's Rampage** widened access to *Richard III* and inspired a new generation of students and emerging artists to think about a career in the creative industries.

One of the unique elements of **Richard's Rampage** was the access it offered to Kevin Spacey through the ON STAGE masterclasses, in line with his philosophy of 'sending the elevator back down'. Giving students and emerging artists the opportunity to connect with an internationally successful professional, who works across film and theatre as an actor, producer and artistic director is an inspiring experience. Emerging artists that participated felt a sense of 'shared experience', of feeling valued and of gaining an insight into how they can shape their own future.





*It was a joy to work on this project, and a very worthwhile experience! I only wish you could have seen the Aussie kids' faces during the workshop, which was one of the most cleverly crafted and brilliantly executed workshops I have had the privilege of seeing.*

+ Programme Director, Vivo d'arte, Sydney

*The IN SCHOOL workshops were of top quality and truly inspirational... the arrangement of the workshop and the abridged version of Richard III were eye openers for both teachers and students. Having the opportunity to demonstrate their skills in front of Kevin Spacey will be something the ON STAGE participants will remember throughout their lifetimes, and will possibly be a milestone in their acting lives.*

+ IN SCHOOL Participant, Spain



To deliver an exceptional IN SCHOOL workshop, including an abridged version of *Richard III*, to students aged 14-18 in 8 countries around the world, and give free tickets to those students for The Bridge Project production of *Richard III* and an exclusive post-show Q&A with Kevin Spacey.

**Richard's Rampage** provided secondary school students aged 13-18 with outstanding creative learning workshops led by two actor facilitators, free tickets to a performance of *Richard III* and an exclusive Q&A with Kevin Spacey.

Acceptance onto the project was through a simple paper application process. Selection choices were made through consultation with partners or through wider research that identified those schools deemed most needy because they were located in areas of deprivation.

This ensured that the project engaged disadvantaged schools and students who might not otherwise have the opportunity to participate in projects or attend a production of this calibre. The application process also ensured that only those schools genuinely committed to arts education joined the programme, helping the Foundation establish a global network of schools.

**Richard's Rampage** made The Bridge Project production of *Richard III* accessible, especially for students for whom English is not a first language, by starting the IN SCHOOL workshop with an abridged version of the play. The Foundation commissioned John Nicholson to create an engaging, highly physical 30 minute production. John wrote and directed the piece, collaborating with Movement Director Joseph Alford and supported by David Sant and Joyce Henderson.

The piece was a mixture of tightly choreographed action and multi role-playing that delivered key lines, moments of pathos and cliff hangers from the production. It was universally well received by students, teachers and partners.

The **Richard's Rampage** performance was followed by a two and a half hour physical theatre workshop where students worked with Lecoq trained actor-facilitators to create a short film. The workshop explored stagecraft and ensemble through the characters, themes and text of *Richard III*. The workshops included a mixture of individual, small group and whole group work which enabled students to develop teamwork, communication, time management and acting skills. The workshops were delivered either in a school or in a central venue with students from a number of schools participating in the same workshop. Both models were very successful but the opportunity to bring students together from different schools enhanced learning opportunities such as teamwork and confidence as well as offering 'exposure' to new people and ideas.

Students and their teachers enjoyed free tickets, in the best seats available, to a performance of *Richard III*. Their visit was supported by the actor-facilitators and was immediately followed by a 45 minute Q&A session with Kevin Spacey and another actor from the production. These were extremely well received with students able to investigate the characters, the production and the theatre industry with experienced professionals in a welcoming environment.





*I enjoyed the wide variety of exercises that all culminated in a final performance because it felt like there was real purpose to our work.*

+ IN SCHOOL Participant, Doha

*It was one of the best experiences of my life.*

+ IN SCHOOL Participant, Spain





To enable exceptional emerging artist aged 18-30 to enjoy a free performance of The Bridge Project production of *Richard III* and a masterclass with Kevin Spacey ON STAGE.

The Foundation worked closely with partners in each country to identify and recruit talented emerging artists. This approach enabled access to talent through local networks across the globe. Selected artists were invited to complete an application process, including the submission of an online audition. The successful participants were selected by the Foundation team and profiled on the **Richard's Rampage** website.

The selected artists were given free tickets, in the best seats available, to a performance of *Richard III* and the following day participated in a three-hour workshop, led by Kevin Spacey, focusing on Shakespeare monologues. The work on monologues included exploration of language, connection to text, character choices and physicalising text. Each actor had the opportunity to perform their monologue and receive feedback, often working on the piece again. In addition the workshops included a brief Q&A about the production and space for discussion, particularly about auditions and how to build a lasting career. Other actors from the production of *Richard III*, Nathan Darrow, Chuck Iwuju and Jack Ellis, attended ON STAGE workshops, supporting the work of the emerging artists and contributing to discussion.

# 03

One of the most important aspects of the ON STAGE work was the understanding of acting as 'craft' that requires commitment, bravery and discipline and is continuous in its development. The onstage setting was key to the success of the workshop, inspiring the emerging artists to be bigger and better as they reacted to the size of the stage and auditoriums that they found themselves in. The skill and status of the workshop leaders, Kevin and the cast members, instilled a sense of aspiration in the participants.



*I learnt about my strengths and weaknesses as a performer, but more than anything I took away a sense of acting being a continual learning process where further improvement of craft and refinement of technique was the ultimate focus.*

+ ON STAGE Participant, Singapore

*The workshop was fantastic... It's inspiring to have that opportunity for yourself, but also to witness so many other amazing actors and learn from what they are doing... For me, it's been a way to remember the core of what excites me as an artist and to stay connected with and enthused by that part of my work.*

+ ON STAGE Participant, New York



To create a vibrant ONLINE presence, sharing resources, celebrating work and building a global community of participants.

A **Richard's Rampage** microsite was created, acknowledging the fact that the internet is now seen as the world's 'connector' and provides the most common way for young people to communicate with one another. The microsite was both a portal to social networking sites Facebook and Twitter, and provided a source of information about the project. A range of resources was made available through the site, including a *Richard III* education resource pack, interviews with the creative team and rehearsal shots of the abridged **Richard's Rampage** *Richard III* production.

Through the two strands of the project, IN SCHOOL and ON STAGE, the Foundation profiled all the participants. Schools were able to post a short piece of text and their logo. The emerging artists engaged through ON STAGE were able to post a headshot and a brief biography. This immediately created an ONLINE community of like-minded individuals with a collective, positive experience of the work of the Foundation. Upon completion of the IN SCHOOL workshops in each country, a short film was created, including footage of the workshops. The films were created by a professional multi-disciplinary creative studio back in the UK, once again exemplifying the Foundation's commitment to quality. It served as both an important record of the project and as a celebration of the work undertaken in each country.

Three Facebook communities were established. Two were created for IN SCHOOL, students and teachers alike, while the third served the ON STAGE participants. All three enabled participants to connect with each other, share their experiences and blog. The Foundation posted questions, comments and challenges to initiate dialogue and blogging. A **Richard's Rampage** twitter account was also created, further enhancing the immediacy of the project through daily posts by the Foundation team.

In addition to the microsite, the Foundation auditioned emerging artists and students from around the world through YouTube. Skype also became an important and cost-effective communication tool, enabling virtual workspaces to connect across the globe.





## + Impact

*I had no idea what to expect, but from the moment we were there everyone made us feel comfortable and like we were meaningful. The workshop was challenging to start with, but those feelings soon turned into enjoyment and pleasure as we got to work with other students who had the same passion as us. I felt so privileged to have had that experience. It was really a lot of fun and I don't think my cheeks have ever hurt so much from smiling in my life.*

+ IN SCHOOL Participant, Sydney



**The project had a profound impact on participants, both IN SCHOOL and ON STAGE, inspiring them, developing their theatre skills and making them feel valued.**

The IN SCHOOL workshops were hugely successful, particularly when students from multiple schools worked together as it immediately improved standards, allowed individuals to step outside their usual roles and embrace new possibilities. The workshops created new connections and friendships, enabling students to broaden their horizons.

IN SCHOOL teachers were left with a ‘Two Minute **Richard’s Rampage** Challenge’; creating a two minute version of *Richard III*. In the UK eight schools filmed their versions which were submitted to a judging panel. Two schools were made winners, each receiving 30 free tickets to *Playboy of the Western World* at The Old Vic in recognition of their outstanding work. Many teachers commented that the abridged workshop version of *Richard III* and the two minute challenge were excellent teaching tools, and that they would be incorporating them into their lesson plans in future.

The ON STAGE workshop provided fantastic investment in the professional development of talented emerging artists across the globe. It helped make them feel valued as performers and offered them access to exceptional training with respected professionals. In London, one ON STAGE participant successfully used their audition video to secure a part in a short film, while at least eight more have been identified for future developmental opportunities by the Foundation’s Programme Director. Many other participants talked about the value of having created or strengthened their online presence.

The response from partners around the world was universally positive, with many investing significantly to extend the reach, scope and impact of the project. The Australian partner Kay & McClean exemplified this by discounting double the amount of tickets so that the project could be offered to twice the number of students, recruiting an outstanding education project manager to collaborate with the Foundation’s team, covering the cost of flights and accommodation for students from some of Australia’s remotest regions and offering 100 heavily discounted tickets to unsuccessful applicants to the ON STAGE strand, all of which significantly increased the Foundation’s impact in Australia.



*Thanks so much for an incredibly memorable day of shows and learning... The kids had the experience of a lifetime, as did I!*

+ IN SCHOOL Teacher, San Francisco

*I want to let you all know I truly felt inspired from all that I learnt. I feel changed. I now believe that I actually have a chance at doing what I'm passionate about. I know it will be a lot of hard work but watching the performance of Richard III made me realise that it's what I want.*

+ IN SCHOOL Participant, Sydney





## + Facts & Figures

*I enjoyed interacting with actors around my age I never met before; it helps with communication.*

+ *IN SCHOOL Participant, New York*



## IN SCHOOL

01

new script commissioned

06

leading theatre professionals delivered the project

22

IN SCHOOL workshops

89

schools took part in the project

632

students participated in the workshops and saw a performance of *Richard III*

22

IN SCHOOL workshops

## ON STAGE

09

ON STAGE master-classes led by Kevin Spacey

162

emerging artists participated in a master-class and saw a performance of *Richard III*



94% of participants rated the workshop as 'very good' or 'excellent'



100% of participants enjoyed the **Richard's Rampage** performance



100% of teachers rated the workshop as 'very good' or 'excellent'



98% of teachers felt the **Richard's Rampage** performance was engaging and appropriate



98% of teachers rated the **Richard's Rampage** performance as 'very good' or 'excellent'



97% of participants enjoyed the workshop a lot



91% of participants found the workshop fun



90% of participants found the workshop interesting



77% of participants felt that they had developed team work skills



60% of participants felt that they had learned new skills to help them develop a character

## ONLINE

3136

Hits

1522

Unique users

306

Community members





+

## Quotes

*It was a great experience and  
also very different to anything  
I have ever done in my life.  
It was fantastic!*

+ IN SCHOOL Participant, Spain





*I thought it was brilliantly done...  
It was so innovative having just two  
people perform a condensed version  
of it. It really helped me understand  
the long complicated plot of  
Richard III.*

+ IN SCHOOL Participant, Singapore

*I cannot express just how  
appreciative we are to have had  
this opportunity. What a wonderful  
experience for the students and  
for me! Excellent, talented actor-  
facilitators, friendly, professional  
and knowledgeable.*

+ IN SCHOOL Teacher, Hong Kong





*The facilitators took the kids on an amazing developmental journey, building skills and encouraging commitment to the task and collaboration. I was impressed with both their energy and skill in working with the students. They made it fun but the kids also worked hard and grew in confidence and skill level.*

+ IN SCHOOL Teacher, Sydney

*Hearing from such an influential and talented person will forever resonate with me.*

+ ON STAGE Participant, Hong Kong





## + Summary

*The last part when we were filming was nice, because we were all working together, although we hadn't met each other before – It was incredible.*

+ Student, Spain






**The project was extremely successful in attracting participants. Both the IN SCHOOL and ON STAGE strands were significantly oversubscribed in every location. There is clear demand for high-quality arts opportunities and specialist theatre-based facilitation that the project helped to meet.**

The feedback from those involved (students, emerging artists, teachers and partners) was extremely positive. Across nine cities in eight countries and three continents, **Richard's Rampage** worked directly with 794 young people (students and emerging artists). The IN SCHOOL content and workshop team were rated 'very good' or 'excellent' by all teachers involved, and 97% of students enjoyed the workshop 'a lot'. 94% of ON STAGE participants rated their workshop experience as 'very good' or 'excellent'.

The success of the project was undoubtedly due to the investment in high-quality practitioners. The experienced and professional creative team, led by a hugely respected playwright, ensured the content was contemporary, vibrant, physical and accessible. It meant that the highly skilled actor-facilitators had a quality product to work with that matched their high expectations for the project and themselves. The relationship with The Bridge Project's *Richard III* company afforded the Foundation a unique opportunity to work internationally and quickly establish a brand of recognisable quality. Partner organisations also provided valuable support and investment to create an exciting experience for students and emerging artists around the world.

In short **Richard's Rampage** has launched the Kevin Spacey Foundation with a successful global project, creating real momentum, energy and a reputation for delivering outstanding work.



***Very beneficial, I cannot commend it enough. The kids not only enjoyed themselves, they learnt a lot and were able to produce a fantastic interpretation in such a short time. It was definitely a valuable and wonderful workshop and experience.***

+ *Teacher, Sydney*



## Recommendations

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### + Partnership working

Establishing partnerships, managing expectations and celebrating successful outcomes all require a significant investment of time, especially when partners have different priorities. The Foundation should explore utilising more formal partnership arrangements for future work.

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### + Digital Strategy

The ONLINE element of the project is a useful resource and archive, but future projects could benefit from more resources being allocated to planning and managing an engaging digital experience, from first contact to close down. Some more research into how the participant groups use social media should also be considered as internet access may have been an issue, especially for IN SCHOOL participants.

There was significant Facebook activity on leaving each city, and lots of Twitter activity around the ON STAGE workshops, but this slowed down shortly after the workshops and masterclasses. This reflected that participants felt they had a complete experience and the digital offer didn't present a cohesive or structured extension to their experience.







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