

**"ONE OF THE MOST SOUGHT AFTER
ILLUSIONISTS ON THE PLANET"**

GQ

ALI COOK

★★★★★
**"JAW DROPPING
MAGIC"**

METRO

★★★★★
**"EFFORTLESSLY
FUNNY"**

DAILY TELEGRAPH

**PRINCIPLES
OF DECEPTION**

FOLLOWING A TRIUMPHANT RUN OF PREVIEWS
ALI COOK: PRINCIPLES OF DECEPTION
CO-WITTEN BY ALI COOK AND DAVE GORMAN
IS READY FOR THE WEST END

As a child, acclaimed magician Ali Cook was given a copy of the 1948 book *Principles and Deceptions* by Australian magician Arthur Buckley. It was the first book to describe every type and style of magic trick and now Ali is going to perform them all in one show!

Thrilling, funny and fast paced, with a script co-written by **Ali Cook** (star of *Penn & Teller: Fool Us*, *Now You See It*, *Dirty Tricks*, and *Secret World of Magic*) and **Dave Gorman** (star of *Dave Gorman: Modern Life is Goodish*, *Terms and Conditions Apply*, and *Taskmaster*), this is a magical tour de force, also featuring street dance collective **BirdGang Ltd.**

The producers are seeking a London home for a **West End transfer**, following its brilliant run at Royal & Derngate in July 2024.

The production is **fully funded and designed**, and **can move quickly to fill short term opportunities** having invested in significant marketing assets for its Northampton run during a campaign in which we found Ali Cook was frequently the most searched event on the theatre's website.

TRAILER:



ALI COOK **PRINCIPLES** **OF DECEPTION**

WRITTEN BY **ALI COOK & DAVE GORMAN**

STARRING ALI COOK

WITH **BIRDGANG LTD**

DIRECTOR **KATE GOLLEDGE**

DESIGNER **DAVID WOODHEAD**

LIGHTING DESIGNER **RORY BEATON**

PROJECTION DESIGNER **WILL DUKE**

SOUND DESIGNER **LUKE SWAFFIELD**

CHOREOGRAPHER **UKWELI ROACH**

CHILD CASTING DIRECTOR **DANICA PICKETT**

ASSOCIATE DIRECTOR **JAMES ROBERT MOORE**

ASSOCIATE DESIGNER **ETHAN CHEEK**

ASSISTANT CHOREOGRAPHER **KENJI MATSUNAGA**

PRODUCTION MANAGER **ANDY READER**

EXECUTIVE PRODUCER & GENERAL MANAGER **SMART ENTERTAINMENT**

PRESS AND MARKETING

MARKETING DIRECTOR **JAN BAISTER**

PRESS & PR **EMMA HOLLAND & DIDI RALPH**
FOR EMMA HOLLAND PR

PRODUCTION PHOTOGRAPHY **MARK SENIOR**

ARTWORK **FEAST CREATIVE**

AUDIENCE RESPONSE:







**"AN ABSOLUTE PLEASURE
TO SEE THIS WORLD
CLASS MAGICIAN
PERFORM AND PRESENT
THIS AMAZING SHOW."**

MAGICSEATS.CO.UK

PREVIOUS REVIEWS FOR ALI COOK:



"THE SHOW IS PERFECTION"

BROADWAY BABY



**"HE ASTOUNDS THE CROWD AND HAS THEM
LAUGHING THROUGHOUT"**

EDINBURGH SPOTLIGHT



**"EFFORTLESSLY FUNNY,
JONATHAN CREEK EAT YOUR HEART OUT"**

DAILY TELEGRAPH



**"FORMIDABLE PERFORMANCE SKILLS,
ASTOUNDINGLY GOOD"**

MAIL ON SUNDAY

"ALI COOK'S CARD TRICKS ARE DAZZLING"

DAILY MAIL

"BLOODY BRILLIANT"

THE SCOTSMAN

"THE NEXT BIG THING"

SUNDAY TIMES

"SUPREMELY TALENTED" "MASTER OF DECEPTION"

TIME OUT

RADIO TIMES





"FORGET WHAT YOU THINK YOU KNOW ABOUT COMEDY MAGICIANS - ALI COOK IS EDGY, INTELLIGENT, SELF-REFERENTIAL, CAUSTICALLY HILARIOUS AND ONE OF THE MOST SOUGHT-AFTER ILLUSIONISTS ON THE PLANET."

GQ MAGAZINE

THE TEAM



ALI COOK **STAR & WRITER**

Ali Cook has written and starred in seven British television series including *Penn & Teller: Fool Us*, *Dirty Tricks* and *Monkey Magic* both nominated for the British Comedy Awards and the Golden Rose of Montreux, *Psychic Secrets Revealed with Derren Brown*, *The Secret World of Magic* and the *Jerry @ Trick Show* with Jerry Sadowitz.

Ali Cook's anarchic mix of comedy and magic has made him a headliner on the UK comedy circuit and he performs at celebrity events for the likes of JK Rowling and Damien Hirst.



DAVE GORMAN **WRITER**

Dave is one of the most original and exciting comedy minds in the UK. A prolific live performer and Dave has completed numerous sold out and critically acclaimed national and international tours. His latest show, *With Great PowerPoint Comes Great Responsibility Point*, finished at the end of 2019 following two

separate extensions. His current show *Powerpoint to the People* toured around the UK in the Autumn and has been further extended by another 37 dates.

Known for his unique style, Dave has pioneered a number of hugely successful TV shows, including 5 series of *Modern Life is Goodish*, *The Dave Gorman Collection* and *Dave Gorman: Terms and Conditions Apply*.

Dave has written many books. *Are You Dave Gorman?* which climbed to number one on the Sunday Times bestseller list, *Dave Gorman's Googlewhack Adventure*, *America Unchained*, *Dave Gorman vs the Rest of the World* and *Too Much Information*.





KATE GOLLEDGE DIRECTOR

Projects as director include: *Pigs Might Fly* (UK Tour); *Claus* (Lowry); *The Keyworkers Cycle/Assembly: The Teacher's Play* (Almeida); *Jack and the Beanstalk* and *Aladdin* (New Wolsey, Ipswich); *Errol's Garden* (Golden Toad Theatre and UK Tour); *Alice* (British Library); *Legend Trippers* (Other Palace); *Midnight* (Union Theatre and Korea); *Don't Tell Me Not To Fly* (McEwan Hall, Edinburgh); *Billy The Kid* (National Youth Music Theatre, Leicester Curve); *That's Jewish Entertainment* (Aria Entertainment, Upstairs at the Gatehouse); *Superhero* (UK Tour); *Jerry's Girls* (St James' and Jermyn Street); *The Battle Of Boat* (Kingston Rose); *Stroke Of Luck* (Park); *Prodigy* (St James'); *Celeste* (Capitol Club, Rome); *Passport To Pimlico* (SouthWestFest); *Men Are From Mars, Women Are From Venus* (UK Tour and Edinburgh); *The Road To Qatar!* (Landor and Edinburgh Festival); *Parade* and *Spring Awakening* (Pleasance); *Daisy Pulls It Off* (Lost); *Betwixt!* (King's Head and Ambassadors); *Six Women With Brain Death* (Edinburgh Pleasance and Soho Theatre); *Carmen* (Opera La Goziniere).

Kate is an Associate Artist of the Singapore Repertory Theatre for whom she has directed *The Gingerbread Man*, *Nursery Crimes*, *Chicken Little*, *Charlotte's Web*, *Treasure Island*, *Junior Claus*, *The Nightingale*, *Red Riding Hood* and *Fantastic Mr Fox*.

As Associate/ Resident Director: *Impossible* (World Tour and Noël Coward Theatre); *The Wizard Of Oz* (London Palladium); *Sweet Charity* (Menier Chocolate Factory and Theatre Royal Haymarket); *Educating Rita* and *Shirley Valentine* (Menier Chocolate Factory and Trafalgar Studios).



DAVID WOODHEAD DESIGNER

David trained in Theatre and Performance Design at the Liverpool Institute for Performing Arts, graduating with first class honours. He was a finalist in the Linbury Prize for Stage Design.

Theatre credits include: *101 Dalmations* (UK Tour); *Titanic* (UK Tour); *Miss Saigon* (Oslo); *Stumped* (Original Theatre Company); *Mrs. Warren's Profession* (Theatre Royal Bath and UK Tour); *Nativity!* (Birmingham Rep); *The Da Vinci Code* (UK Tour); *Viral* (Original Theatre Company Online); *The Hound of the Baskervilles* (Bolton Octagon and UK Tour); *Rent* (Hope Mill); *Apollo 13*; *Birdsong Online* (Original Theatre Company); *Curtains* (West End and UK Tour); *Nativity!* (Hammersmith Apollo and UK Tour); *Dial M For Murder* (UK Tour); *Titanic* (UK Tour); *Peter and the Starcatcher* (Royal & Derngate, Northampton); *Gaslight*; *Strangers on a Train* (UK Tours); *Billy Liar* (Royal Exchange); *The Wasp* (Hampstead and Trafalgar Studios); *The Night Watch* (York Theatre Royal and UK Tour); *Abigail's Party*; *Bugsy Malone* (Leicester Curve); *Night Must Fall* (Salisbury Playhouse and UK Tour); *Tell Me On A Sunday*; *A Little Night Music* (Watermill); *The Importance of Being Earnest* (Bolton Octagon); *The Smallest Show on Earth* (Mercury Colchester and UK Tour); *Of Mice and Men*; *Wait Until Dark* (UK Tours); *Lizzie Siddal* (Arcola); *Dinner With Friends* (Park); *Newsies* (Arts Ed)

International credits include: *Titanic* (Princess of Wales, Toronto, European Tour and Chinese Tour); *Gaslight* (Ed Mirvish Theatre, Toronto); *Cornelius*; *Café Society Swing* (59E59 New York); *The Truth* (Zorlu Centre, Istanbul); *Disgraced*; *The Hound Of The Baskervilles* (English Theatre Frankfurt).



BIRDGANG **CHOREOGRAPHER & DANCERS**

BirdGang is an award-winning UK-based creative company with Hip Hop dance art forms as the foundation of its DNA.

Its clients are large brands like Nike and Bose, artists such as Dizzee Rascal, Jungle and Kyan, theatre companies such as Sadler's Wells, Stanley Arts and students from around the world.

www.BirdGangLtd.com



SMART ENTERTAINMENT **GENERAL MANAGER AND EXECUTIVE PRODUCER**

Smart Entertainment provides general management, executive producing, accountancy and consultancy services for the theatre and live entertainment sector.

Productions include: *The Magic Flute* (Nevill Holt); *Feykom Tarab?* *An Evening with Miami* (The Arena, Kuwait and Maraya, Al Ula, Saudi Arabia); *The Most Precious of Goods* (Marylebone); *The McOnie Company's Nutcracker* (The Tuff Nut Jazz Club); *Glory Ride* (Charing Cross); *At Last, It's Summer* (London Palladium); *Grenfell: System Failure* (Playground, Tabernacle and Marylebone); *Grenfell: Value Engineering* (Tabernacle and Birmingham Rep and televised as *Grenfell* on Channel 4); *Cinderella* (Oxford Playhouse); *Peaky Blinders: The Rise* (Vanguard, London); *Glory Ride* (The Other Palace); *Making a Murderer The Musical* (Edinburgh); *Rehab The Musical* (Neon194, Playground); *Mog, Playtime, The Wellspring* (also tour), *An Improbable Musical*, *Our Lady of Kibeho* (Olivier Award-nominee), *The Selfish Giant* and *The Worst Witch* (Olivier Award-winner) (Royal and Derngate, Northampton); *Doctor Who: Time Fracture* and *The Great Gatsby* (Immersive | LDN); *Amélie* (Criterion); *A Christmas Carol* (Dominion and Lyceum); *A Night at the Musicals* (Royal & Derngate); *The Gift* and *Black Men Walking* (UK Tour).

www.SmartEntertainment.co

**"WITTY AND AFFABLE
THROUGHOUT, HE MIGHT
HAVE AN OLD CRAFT BUT
COOK HAS A MODERN PARED
DOWN APPROACH...
AWESOME INSPIRING."**

CHORTLE

**"ALI COOK'S WATER TANK
ESCAPE IS TRULY
IMPRESSIVE AND THE
HIGHLIGHT OF THE SHOW."**

WHATSONSTAGE



THE DESIGN

David Woodhead's design combines an industrial aesthetic with a touch of the surreal.

His work is complimented by Will Duke's (*Into the Woods* (Theatre Royal Bath)) fantastic projection, a spectacular lighting design from Rory Beaton (*For Black Boys...* (Garrick) and *The Lord of the Rings* (Watermill and Chicago Shakespeare Theatre)) and a dynamic sound design from Luke Swaffield for Autograph (*The Curious Case of Benjamin Button* (Ambassadors)).



THE ASK

The producers of ***Ali Cook: Principles of Deception*** believe that the show is perfectly positioned to transfer into the West End and are seeking a venue that can accommodate a **3-6 week run**.

For further information and programming, please contact:

PETER HUNTLEY

SMART ENTERTAINMENT

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