



TERRAFORMING MARS

A PLAYABLE IMMERSIVE EXPERIENCE



LUDENS
THEATRE
COMPANY

Made to Play

ABOUT TERRAFORMING MARS

You are humanity's last chance. The **climate crisis** has passed the point of no return, and humanity is facing an extinction level event. But there is still a glimmer of hope. You and your fellow adventurers are on your way to Mars, armed with the skills and knowledge to create a new home for humanity.

Time is ticking, and there are crucial, irreversible decisions to be made.

What future will you choose for humanity?

And more importantly, will there still be a humanity left to save?

Terraforming Mars is a playable immersive experience which places you in the driver's seat. Join an intrepid band of explorers in a race against time to be the first community on Mars. Utilizing unique gameplay elements and **real environmental science**, this production challenges you to govern your territories using **brand new immersive technology**, build unprecedented scientific advancements with your own hands, and outwit rival factions in a military coup. Build a home, defend your legacy, and unlock the untamed wilds of Mars. Explore a custom-built world that **responds and reacts to your every move**, just be prepared to grapple with the consequences. Humanity's future is yours to control. What will you do with it?



Danny Romeo, Founding Director -
Terraforming Mars (2023)



WHO ARE LUDENS?

We are an international company of immersive experience creators. We create innovative playable experiences which place the audience in the driver's seat. Established in 2021, we have already performed a number of successful playable productions across the UK, including **The Dead Library** in London, **The Tight Squeeze** in Brighton, and **Among the Leaves** in Oxford (Commissioned by Cara Delevingne).

Ludens has also committed to building and enriching community development through education and audience engagement. We have cultivated partnerships with Watford Palace Theatre, The Institute for Contemporary Theatre in Brighton, the Royal Central School of Speech and Drama, and the Norwich University of the Arts, developing educational programs for each institution at a variety of skill levels.



The Dead Library (2023)



Ben Chamberlain, Artistic Associate - *Flicker* (2021)



The Tight Squeeze (2022)

LUDEN VALUES

At **Ludens Theatre Company** we believe humans are **made to play**. We thrive on the playful aspects of competition necessary for survival, building narratives around the games we play in our daily lives.

Our interactive experiences place guests at the centre of the action. **Accessible** and **community driven** storytelling which offers audiences the opportunity to proactively collaborate and work towards solutions across a multitude of socially engaged ideas. Our participants are **part of the action**, making decisions and shifting the focus from opinions about an issue to a call for action. We spark unlikely partnerships, gripping narratives and inspire healthy and constructive dialogue.



THE JOURNEY TO MARS...

February 2023

Ludens Theatre Company finishes its R&D of **The Dead Library** at the immersive venue **COLAB Bankside**.

July 2023

Ludens Theatre Company applies for **Watford Palace Theatre's** inaugural **Agitate** programme and is successfully commissioned.

October 2023

Terraforming Mars is the first **Agitate** show performed at **Watford Palace Theatre**

April 2023

Ludens Theatre Company begins development on **Terraforming Mars**, develops new in-house Creative Software Development Team

September 2023

Terraforming Mars completes its R&D period with support of **The Actors' Church** in Covent Garden.

October 2024

Terraforming Mars its second R&D period at **Theatre Deli**

SCHOOLS

1 hour

2 facilitators

Up to 35 students

Ages 11+

Book in advance

1 adult for every 10 students

£350* (£10 sph at 35 individuals)

Demographic

Students



DAY TRIP

1-2 hours

3 - 6 facilitators

Up to 60 audience

Ages 12+

Book in advance

OR

On the day in fixed time slots on a first serve basis

Average £25 sph*

Demographic

Familys with teens,
Adults 25-45



LATES

2 hours

3 - 6 facilitators

Up to 60 audience

Ages 18+

Book in advance

Complement/Create a "Lates" programme

Average £28 sph* + Optional Bar

Demographic

Adults 25-45



SPACE REQUIREMENTS

This is a scaleable, flexible event which can be adapted to fit a variety of spaces. Some examples include in an **office**, **exhibition space** or an **auditorium**. As a minimum, one larger space for the audience capacity and one smaller space for back of house functions.

TECHNICAL REQUIREMENTS

A large television screen (Company can provide)

Internet connection.

Two way PA system with two microphones.

Atmospheric lighting.



DANNY ROMEO (HE/HIM) FOUNDING DIRECTOR

Danny is an immersive creator, performer, designer, and educator. He has created work across the US and UK, and been nominated for regional awards such as the Offies and Helen Hayes awards. He also works as an Experience Designer for Phantom Peak, and performed with Sleep No More



DIANA VALLVERDU (SHE/HER) CREATIVE SOFTWARE DEV

Diana is a mathematician-theatre maker who combines her two passions through developing creative technology for the stage. She's also co-artistic director of ANTS Theatre, and Lecturer at Norwich University of the Arts. Diana designed software for The Tight Squeeze and Terraforming Mars.



EMILY JANE KERR (SHE /HER) ASSOCIATE ARTIST

Emily is an actress, improviser and facilitator. She's been on TV, stage and spent the last 7 years working in the immersive theatre world, including Luden's productions such as Echos, The Dead Library and Terraforming Mars.



BEN CHAMBERLAIN (HE/HIM) PRODUCER

Ben has been creating and producing immersive events for half a decade, working with Ludens on a variety of projects. Alongside his theatre work, Ben manages the grade 1 listed Actors' Church, hosting over 500 events a year.

AUDIENCE REVIEWS

"It was emotional - how we mistreat each other, repeat the mistakes we have made in the past and how we move to exploit and destroy the worlds we want to claim as ours. The production provoked an emotional reaction of how we continue to exploit the selfish gene in ourselves."

Jamie Arden - Executive Director, Watford Palace Theatre

"It is pushing the boundaries of the genre of immersive experience. They have an essential part to play in the educational immersive sector in the UK"

Phil Edgerley - Head of Acting, Institute for Contemporary Theatre

"This was the most I'd felt a sense of purchase in any immersive show I've been to."



Danny Romeo, Founding Director - Terraforming Mars (2023)

"I was still chatting to my companion about it all the way home."



Emily Jane Kerr, Artistic Associate - Terraforming Mars (2023)

OUR PARTNERS

The work of Ludens Theatre would not be possible without our amazing partners



TO HEAR MORE, GET IN TOUCH



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