

A HEAPING MEASURE OF SIN: IMPACT THEATRE PRESENTS WILLIAM SHAKESPEARE'S *MEASURE FOR MEASURE*

The most debauched play in the canon opens Friday, April 20, 2007

BERKELEY, CA, MARCH 23, 2007—Impact Theatre puts the sin in Spring with its production of Shakespeare's *Measure for Measure*, directed by Impact Artistic Director Melissa Hillman. *Measure for Measure* opens April 20, 2007 and plays Thursdays through Saturdays at 8pm until May 26, 2007 (with a pay-what-you-wish preview April 19) at Impact's home, La Val's Subterranean in Berkeley.

In a depraved city, the duke takes a break from governing and leaves moralizing, power-hungry Angelo (Cole Smith, *Hamlet*) in charge. Claudio (Daniel Duque-Estrada) has knocked up his fiancée, a crime for which Angelo condemns Claudio to death. When Claudio's nun-in-training sister, Isabella, begs Angelo to spare Claudio's life, Angelo agrees—but only if Isabella will sleep with him. In Impact's up-to-the-minute interpretation, Isabella (Marissa Keltie, *Othello*) desperately wants to leave her troubled past behind and save her soul, but both Claudio and Angelo want her to sacrifice it—and the scheming duke has something else entirely up his sleeve. Filled with nail-biting tension, ribald humor, deception, prostitution, and a beheading or two, *Measure for Measure* fits right in as part of Impact Theatre's 2006–07 Season of Sin.



Press photos in different sizes
are available for download at
impacttheatre.com/press

Known for championing new plays and emerging playwrights, in recent years **Impact has gained a solid reputation for bold, contemporary stagings of Shakespeare's works:**

- The *East Bay Express* praised the company's *Othello*, saying, "...this is the Bard laid bare swiftly and effectively for a modern audience."
- The *San Francisco Chronicle* said of *Othello*, "**Hillman gives the play the full Impact treatment...** confrontational close quarters with loud music, calisthenics, a dash of nudity and splatters of blood."
- The *Oakland Tribune* called *Henry IV: The Impact Remix* "**action-movie Shakespeare, and it works.**"
- The *Daily Californian*, on including *Hamlet* in its "**Top Ten Plays of 2006,**" raved, "...there was **nothing boring about Impact Theatre's hip, modernized interpretation....** By retaining the original dialogue, throwing in a gun or two and scoring strong performances out of the entire cast, Impact Theatre managed to present **an unforgettable romp with the bard.**"

Tickets for *Measure for Measure* are \$15 general, \$10 student/senior/TBA members. **Tickets are available online at impacttheatre.com.** Pay-what-you-wish rush tickets are available for Thursday night performances beginning a half hour before the performance.

For more information, please call 510-464-4468 or visit impacttheatre.com. Press photos in a variety of formats and PR archives can be found at impacttheatre.com/press.

ABOUT IMPACT THEATRE

Since 1996 Impact Theatre has spoken to a new generation of theatregoers and enthusiasts alike who want to see something fresh and bold on stage. Impact's audience ranges from students to professionals to seniors, all of whom share a taste for exciting, unpretentious theatre that doesn't conform to stale assumptions of what constitutes high culture.

Impact's primary mission is to directly contribute to the future of American theatre through focusing on new plays by emerging playwrights. Impact has produced 17 full-length world premieres, including 12 by local playwrights, as well as dozens of world-premiere ten-minute plays by burgeoning writers nationwide in the *Impact Briefs* series. Impact also prides itself on its fast-paced, vital, contemporary spins on classic drama.

Impact shows compel, provoke, and inspire, at prices everyone can afford. And nowhere else in the Bay Area can you eat pizza and drink beer while you're watching a play. **The *Daily Californian* included three Impact shows in its list "Top Ten Plays of 2006."**

FOR CALENDAR EDITORS

- PRODUCTION:** Impact Theatre presents *Measure for Measure*
by William Shakespeare · directed by Melissa Hillman
- WHEN:** April 20–May 26, 2007 (preview April 19)
Thursdays, Fridays & Saturdays at 8pm
- WHERE:** La Val's Subterranean, 1834 Euclid Ave, Berkeley, CA 94709
- ADMISSION:** \$15 general / \$10 students/seniors/TBA
Thursday pay-what-you-wish rush, at the door, cash only, no reservations
- MORE INFO:** impacttheatre.com · press photos and PR archives at impacttheatre.com/press
- BOX OFFICE:** impacttheatre.com · brownpapertickets.com
- PRESS CONTACT:** Melissa Hillman or Cheshire Isaacs
510 464-4468 · info@impacttheatre.com

#