

For Immediate Release

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Immersive Theater Hit Moves to New Venue for Open Run
THEN SHE FELL
Returns March 9 to The Kingsland Ward at St. Johns

Top 10 of 2012. *One of "this year's most memorable productions"*
-- Ben Brantley, *The New York Times*

4 Stars " *When you peer into the looking glass, it stares right back at you.*" -- *Time Out*

"*Fiendishly clever... an experience you won't soon forget. Brilliantly designed and directed.*"
-- *New York Post*

"*A thoroughly disorienting and delightful experience.*" -- *Huffington Post*

"*Finally, Punchdrunk's immersive revolution and smash success Sleep No More has found a worthy competitor.*"-- *Showbusiness Weekly*

"*I felt like a bewildered but enchanted child, made privy to the arcana of another, darker world... Creepy and thrilling.*" -- Ben Brantley, *The New York Times*

After a sold out 9-week run in 2012 and the destruction by Hurricane Sandy of what was supposed to be their new home at South Street Seaport, Third Rail Projects has found a new venue to house its critically acclaimed production of ***THEN SHE FELL***. This immersive theater event is inspired by the life and writings of Lewis Carroll (Alice in Wonderland). It is written, directed, designed and choreographed by **Zach Morris** with **Tom Pearson** and **Jennine Willett** and in collaboration with The Company. Performances of this open-ended run will resume March 9 at The Kingsland Ward at St. Johns, a century-old institutional building in Williamsburg, Brooklyn that will allow the action to play out on 3 floors.

THEN SHE FELL is a fully immersive, multi-sensory experience in which only 15 audience members at a time explore a dreamlike world where every alcove, corner, and corridor has been transformed into lushly designed performance space. Inspired by the life and writings of Lewis Carroll, it offers an 'Alice-like' experience for audience members as they explore the rooms, often by themselves, in order to discover hidden scenes; encounter performers one-on-one; unearth clues that illuminate a shrouded history; use skeleton keys to gain access to guarded secrets; and imbibe elixirs custom designed by one of NYC's foremost mixologists.

THEN SHE FELL evokes the inner, psychological landscapes of Lewis Carroll, Alice Liddell, and iconic characters from Carroll's texts. Every aspect of each audience member's experience has been meticulously designed, from lush environments to the smells, tastes, and objects, that they discover as they explore and unravel a narrative that balances dream, reality, fact, and fiction.

During the performance, audiences are given the opportunity to imbibe specially designed elixirs crafted from gourmet-caliber wines, teas, herbs and infusions selected by noted sommelier and

beverage consultant Sarah Sutel (Elsewhere, Pour). Macari Winery of Mattituck, NY (macariwines.com) is the project's official wine sponsor, and their '09 Estate Chardonnay and the NV 'Sette were selected by Sutel to be paired with particular moments in the performance. Renowned mixologist Kathy Hubler (GM and Director of Beverage at WONG Restaurant), has custom designed concoctions based on the sponsored wines and inspired by the themes and imagery of THEN SHE FELL, served to the audience in small vials marked "Drink Me."

The Company includes: performers Rachel I. Berman, Elizabeth Carena, Alberto Denis, Lindsey Dietz-Marchant, Stacie C. Fields, Roxanne Kidd, Rebekah Morin, Zach Morris, Tara O'Con, Marissa Nielsen-Pincus, Tom Pearson, Edward Rice, Zoë Schieber, Jessy Smith, Niko Tsocanos, Carlton C. Ward, and Jennine Willett; Production Manager/Event Producer Debra Beardsley; Stage Manager John Nehlich; Assistant Stage Managers Kate Black, Katie Kavett, and Kristina Vnook; Sound Designer and Composer Sean Hagerty; Costume Designer Karen Young; Lighting Designer Kryssy Wright; Beverage Consultant Sarah Sutel; and Collaborating Musicians Brian Olin and Isaiah Singer.

Led by Artistic Directors Zach Morris, Tom Pearson, and Jennine Willett, Third Rail Projects is a Bessie Award-winning company dedicated to re-framing dance and performance and bringing art to the public through an array of media and within a variety of contexts including site-specific performances, dance theater, installation art, video and multi-media projects, and immersive performance environments. THEN SHE FELL is a synthesis of the company's 10+ years working in these formats and is its most ambitious project to-date. For more info, visit thirdrailprojects.com.

THEN SHE FELL begins an open-ended run March 9 with performances Tuesday - Sunday at 7:30pm & 10:30pm. Tickets are \$95 - \$125, available at www.thenshefell.com. Private events are also available; visit the website for more information on private events. The Kingsland Ward at St. Johns is located 195 Maujer Street in Williamsburg, Brooklyn (just 2 blocks off of the L train at Grand Street). Performances begin promptly and there is absolutely no late admittance and no refunds. Admittance is strictly limited to audience members 21 years of age and over; all audience members must bring valid government-issued photo IDs. The performance lasts roughly 2 hours without intermission. Because of the immersive nature of this piece, audiences may be standing for significant periods of time over the course of the performance. Audiences are encouraged to wear comfortable shoes. This performance is not recommended for audience members who are not comfortable standing, walking, climbing stairs or being alone. For more information call 718-374-5196.

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