



360 Degrees • Production House

10 February 2016 , *edited for practicality:*

I am the CEO, Creative Director and a Founding Partner of 360 Degrees Production House (Pty) Ltd in South Africa.

I have worked with Trevor for 20 years. In that time, I have seen, not only the work he has done for and with me, but also his commercial theatre work, which includes:

Fiddler on the Roof
Little Shop of Horrors
West Side Story
Umoja
The Full Monty
Starlight Express
Peter Pan

Having worked extensively with Trevor between 1996 and 2001, I asked him to design the sound for my own production play@risk - a drama set in a sound studio with music. The “magic” of the production rested in the fact that the five dramatic actors broke into a capella singing seamlessly, in pitch and in time. Once established a simple line of instrumentation would join the performers. The blend required extreme subtlety and uncompromising technical precision - all of which Trevor delivered. The challenge for Trevor was to create a way for this to happen. We both knew about in-ear monitoring in musicals, but nothing like this existed for drama. We had to have a system that did not intrude on the actor’s ability to deliver complex poetry and verse.

Trevor presented the most brilliant solution. We recorded two separate tracks: One had the rhythm and music for the artists to sing in tune. The second track was the musical director talking the count down to ensure everyone started on cue. This meant the audience heard no key notes and the magic was that there was no conductor. It really did look like the performers just magically sang.

The system Trevor devised gave the actors a high level of comfort in order to achieve their astonishing performances. Every performer went on to win Best Actor awards. This production won a GroundBreakers award - in no small measure due to the in-ear monitoring and double tracking systems Trevor created for the specific needs of this production.

We went on to use this technology in corporate work - which meant a greater level of high-end production value in an environment that is usually very constrained by time. The way of helping performers in this way simply means they require less rehearsal time, which constitutes significant savings on costs.

Background:



In 2014 and 2015 360 Degrees surveyed our entire client base in an independent managed relationship audit through the Advertising and Communications Association of South Africa. We were rated the top experiential agency in South Africa and within the top 5% globally. In addition, we scored an average 19.8% higher than our competitors.

Separate to my work at 360 Degrees I am a well known theatre director.

Some of the awards I have received over my career include:

Rose D'Or at Cannes for Big Brother South Africa 2001 (Series Producer)

Newsmaker of the Year Award for Big Brother Africa 2002 (Creative Director)

play@risk won a GroundBreakers awards at the Aardklop Festival (I wrote and directed the play)

Bash - Naledi nominations in 4 categories (Producer/Director)

Top Woman Entrepreneur in Business Award (2010)

Whilst awards offer a partial reflection of my work, my real expertise is that I have multi-disciplinary knowledge.

I believe that Trevor Peters must and should and deserves to work creatively and technically in a bigger pond than South Africa. He has a wealth of expertise, the most positive outlook to work, people and clients. Should you require further information, please feel free to contact me

Your faithfully

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