

## Feelgood: satire and entrepreneurial innovation in theatre using actors-turned-producers

**LOCATION:** Seville

**DURATION:** 1'46"

**SUMMARY:** Feelgood is not just a play. Behind this project is the innovative business initiative of a group of actors, amongst them the Andalusians Fran Perea and Javier Martínez, who decided to become co-producers of the play to bring it to the stage. They are no longer merely paid actors, but they step in, give their opinions, and decide directly on the managing of this work.

### VTR:

A group of actors passionate about their work, a play filled with topical issues and a great deal of non-conformity. This is the staging of Feelgood, an innovative approach not only because of its storyline but also because of its business model within the theatre industry.

**VIOLETA FERRER**  
Off Productions

*"What drives a new management model? Reality!"*

**FRAN PEREA**  
Actor and co-producer of Feelgood

*"We didn't find anyone to produce, so this made us move forward because we want to be successful with this project."*

**ALBERTO CASTRILLO-FERRER**  
Director and co-producer of Feelgood

*"We became producers."*

Without a budget, this theatre company comprised of Andalusians such as Fran Perea or Javier Márquez, has adapted the political satire by British author Alistair Beaton to the stage. And how do they do it?

**FRAN PEREA**  
Actor and co-producer of Feelgood

*"Where there was before, today it doesn't exist and you have to invent it yourself. If you want you can stay on the sofa at home. Or not."*

**ALBERTO CASTRILLO-FERRER**  
Director and co-producer of Feelgood

*"We all have to put up with using our own money, in order to contribute to the production a bit."*

**VIOLETA FERRER**  
Off Productions

*"Everyone is contributing their work, everyone is a partner investing in the project, everyone is a co-producer, and therefore, puts their view forward."*

**ALBERTO CASTRILLO**  
Director and co-producer of Feelgood

*"It's a bigger risk, yes, but we have more control over what we do."*

They contribute what they know: acting and directing. They partnered with the Spanish Theatre of Madrid and with Off Productions, and for 2 years Feelgood has managed to tour the whole of Spain and is popular on social media.

**MAITE PEREA**  
Marea GlobalCOM

*"The Feelgood page has reached 190,000 followers."*

**FRAN PEREA**  
Actor and co-producer of Feelgood

*"There's a wonderful world of possibilities there, you can directly contact people."*

Feelgood has found ways of connecting with the public both within and outside the theatre world, through an increasingly influential online audience.