



Life Shop till you Drop!

The smart girls'
selfhelp solution

"Clodagh Reid plays
Alish with comic
versatility generating
continuous laughter"
Gerry Colgan, *IrishTimes*.

"The overriding tone
is light and fun, thanks
to *Alice Coghlan's*
wonderfully feel-good
script and Reid's ability
to inhabit a number of
comic characters," Roz
Britton, *Metro* ***

Starring
Clodagh Reid

Written & Directed
by *Alice Coghlan*
after devising the show
with Clodagh Reid

www.wonderlandtheatre.com





WonderLand Productions in association with
Presents

Ailish McGovern's

1. Be a creature unlike any other. Be a fox.
2. Don't fantasise before a date. Treat it as a business appointment. Keep busy - it will give you a life to talk about.
3. Don't gawp at men or talk too much. Just question, listen & laugh.
4. Don't whine. See a professional to help you with your neuroses.
5. Your Date One motto is dress nice, be nice and be off home.
6. Don't indulge in casual kissing during Date One. Think Ice Queen.
7. Don't call him and rarely return his calls. If he leaves you a voicemail to call him - ignore it. If he only calls your voicemail - turn it off. If a man only calls you on a Friday - reject his call.
8. Don't accept a date for a Saturday night after Wednesday.
9. Never ever drink and dial, drink and discuss or drink and dump.





essential Rules of Dating

10. DUMP him if he does not wow you on Valentine's Day.
LOSER.
11. Remember 'He's just not that into you' if he's married.
12. If you're dumped say 'His Loss. Next!' And no consolation eating.
13. Let him be an Alpha Male. Don't say I love you, till he has first.
14. Be mysterious. Don't open up too fast.
15. Practice, practice, practice! Get good at The Rules even when your friends and family tell you that you're demented.
16. When you meet an attractive man, don't forget The Rules. If you do, be prepared to write him off as a lost cause.
17. Remember for men engagement is not commitment, saying I do is pray to God. Marriages are made in heaven.
18. Going on a Rules date forces men to treat women with dignity and respect. Let's change the world one man at a time.
19. Never tell a man that you know about The Rules of Dating.



What flips a man's commit switch?

by Dr. Jonathan

Like most men in their early 30s, I used to be firmly committed to commitment phobia. If a girlfriend asked me what I was doing that weekend, I'd roll my eyes and mumble something about wanting to be 'spontaneous.'

Then came the life changing moment when I met Ailish. And when I stopped going into a relationship safe in the certain knowledge that it would end.

So if you're wondering what can change your commitment- phobic man to a commitment-friend here are some real man motivators:

- He's tired of the single's scene. He feels he's been there done that.
- He's suffering from dating fatigue. Before Ailish, I felt like I'd spent 10 years dipping into the lives of strangers and coming out with 1 friend and 2 women who now hoped that I'd meet the same fate as my terminally ill patients. Could I really do it all over again?
- His friends have coupled up and his ex-girlfriend now has a baby. No man wants to be the sad eejit left at the pub reciting his favourite Tommy Tiernan jokes to himself.
- His beer gut etc. If us men could carry on sleeping with women in their 20s without feeling pathetic and sad most of us would.
- He wants to couple up to get on up the property ladder. Dirty Dog.
- He reads Catch her & Keep Her and identifies the girl type for him.
- He falls in love and calls off the search party.





Company Biographies

Performers

Clodagh Reid as Ailish McGovern, Concepta, Elizabeth Taylor, Barry Barton, Shannon, Mother and Jonathan.

Clodagh devised this show with Alice.



Clodagh studied Stanislavski with Deirdre O'Connell, Joe Devlin and Hazel Dunphy at the Focus Theatre. She also trained at the Gaiety School of Acting and most recently completed an 'Acting for Camera' course with the Margie Haber L.A studio at the Irish Film Academy. Clodagh recently played the role of "Rachel" in "The Clinic" and the role of "Lisa" in "8.5 Hours" a new feature film by Instigator Films which is set to premiere this summer. Clodagh's showreel is available to view on YouTube.

Prior to touring with "Life Shop till you drop", Clodagh's theatre credits include 'Cass Harris' in 'Wonder of the World' at Smock Alley Theatre, Spoon Fed, for Dublin Fringe Festival, Carla in Boy's Life with Chameleon Theatre Co, and Karen in 'Marriage?' with All about Eve Theatre Co. Other film credits include Michael Collins, The Last of the High Kings, Custers Last Stand Up. Clodagh also has a B.A in Music and English from Maynooth N.U.I and is a classically trained pianist and as a Mezzo soprano performances range from singing with Anuna to jazz at the sugar club!





Production Team

Alice Coghlan Writer, Director and Set Designer.

Alice holds a Directing MA from GITIS Moscow and Middlesex University and, graduated with First Class Honours in Drama & English from Trinity College Dublin and The University of California at Berkeley in 2001. In 2003 Alice founded Wonderland Productions. Writing/ Directing credits with Wonderland include Life Shop till you Drop! The Spook Show and The Miser (translation from French) the opera Pagliacci (translation from Italian) along with directing The Seagull After Chekhov, The Christmas Cabaret and Molière's L'Amour Medicin. Other recent directing credits include Sensual Food & The Red Shoes both for The Patravadi Theatre, Thailand and A Tourist's Guide to Terrorism for The Edinburgh Festival. Alice has worked as a Staff/Assistant director for Scottish Opera, Opera Ireland, Opera Academia Europea in Florence, Bourgas Opera Bulgaria, Opera North, California Shakespeare Festival and The Abbey Theatre where she is currently a script reader for The Literary Department. In 2007 she was a participant on The Next Stage - Dublin Theatre Festival's Emerging Irish Artists program.



Alice founded Wonderland Productions in 2003 and besides directing shows, has also written, produced and designed for the company. She co-founded and teaches at Wonderland Workshops in Dundrum with Sarajane Bloomer. And re that wicked English character from Milton Keynes, Alice grew up somewhere near her in Northamptonshire.





Sarajane Bloomer Choreographer

Sarajane trained with Sylvia Beehan and holds a BA Hons Business and Legal Studies from UCD and a postgrad in Journalism. She has choreographed everything from Oklahoma to opera. Her first project with Wonderland was The Seagull and more recently The Wonderland Christmas Cabaret in Bewleys Café Theatre. She co-founded Wonderland Workshops with Alice Coghlan and also runs a children's entertainment and dance consultation business and, has been teaching since 1995.

Aisling Nic Eoin Costume Design.

Aisling studied Fashion Design and Art History at NCAD. She has also designed for Wonderland on The Miser and The Seagull and recently worked on Aimee McWilliams SS) & show at London Fashion Week.

Robert Delahunty Sound Design.

Robert Delahunty is a freelance songwriter, writer, sound designer and music performer. He holds a Bachelor of Arts from Trinity College Dublin in Classical Civilisation and Theological Studies. Previous projects have included sound design for After Opium (2004) Elephanta Productions in the Project Theatre Dublin, as well as writing songs in conjunction with Stephen Unger writer/director for Fee Fye Foe Films in California.

Moyra Darcy Lighting Design

Original Poster Design Evanna O'Boyle

Original Photography Steve Wilson

Original Program Design Genevieve Williams

Life Shop till you drop! was written by Alice Coghlan after devising the show in collaboration with the actress Clodagh Reid.





Wonderland Productions

Wonderland Productions Ltd is a Dublin based Theatre Company, founded in 2003 by Writer/Director Alice Coghlan to make great theatre. To date its core focus has been making musical, comedy and entertainment theatre..

This March 2008 Wonderland staged Leoncavallo's classic verismo opera Pagliacci in a new translation by director Alice Coghlan as a lunchtime opera, with young singers and a chamber music setting. This clown opera was set site-specifically within Bewleys Café Theatre, a small Edwardian cabaret theatre in the heart of Dublin. Pagliacci was lauded by the press with 5 star reviews and played to packed houses for 4 weeks.

Before this Wonderland staged Molière's classic comedy The Miser for The Dublin Fringe Festival in a new translation by Alice Coghlan. The Miser was site-specifically staged in and around the audience in a Georgian home setting (The James Joyce Centre) in full Georgian costume, so that the audience eavesdropped on the characters in their natural setting. It was a great hit with the critics garnering a 5 star review in the Irish Times - and played to packed houses throughout the Fringe.

January 2007 saw the world premiere of the self-help spoof Life Shop till you Drop! by Alice Coghlan at Bewleys Café Theatre, which will tour extensively in Ireland and latterly the UK. Before Life Shop till you Drop! Wonderland debuted in Bewleys with a Christmas Cabaret - which came complete with singers, dancers, comics, comedy sketches and an Emcee, and also sold out.

Wonderland also has an International Theatre Workshop series and has hosted two courses in clowning techniques for professional actors and comics, with circus clowns from Majorca and Mexico. More workshops in long form improvisation are planned for 2008. October 2005 saw the successful launch of our Dundrum based workshops for primary and secondary school children with a core focus on personal development through drama, music and dance training and performance opportunities. For more information on the coming program please email sarajane@wonderlandtheatre.com.





If you are interested in keeping abreast with our new and touring work and, workshop and audition opportunities, then please feel free to join our mailing list at www.wonderlandtheatre.com.
Wonderland has an open auditions policy.

***** "Quite simply superb! Witty, wonderful, Wonderland... the most promising company since the debut years of Rough Magic" The Irish Times on reviewing The Miser.

**** "A sheer joy to behold...The Wonderland company is one of the most interesting young groups working in Ireland" Irish Mail on Sunday on reviewing Pagliacci.

Wonderland's Production History

- Pagliacci by Leoncavallo in a new translation by Alice Coghlan. (Bewleys Café Theatre March 2008 followed by national tour.)
- The Miser by Molière in a new version by Alice Coghlan. (Dublin Fringe Festival 2007.)
- Life Shop till you Drop! by Alice Coghlan in collaboration with Clodagh Reid (Bewleys Café Theatre & National Tour 2007-8)
- The Wonderland Christmas Cabaret (Bewleys Café Theatre 2005)
- L'Amour Medicin by Molière (Dublin Gay Theatre Festival 2005)
- The Seagull After Chekhov musical adaptation by Anna Rice (Dublin Fringe Festival 2004)
- The Spook Show by Alice Coghlan (Dublin Fringe 2003)





A little about the self-help industry.

by Alice Coghlan.

Does self-help *help*? Millions of people turn to self-improvement when they find that their lives are not unfolding as they once had imagined they would. The market for self-improvement products - books, audiotapes, life-makeover seminars and regimens of all kinds is exploding. For there is money to be made: the research firm Marketdata estimated the self-improvement market's worth as \$8.5 billion in 2003, with an estimated growth to \$11 billion by 2008. And Oprah Winfrey, and Jack Canfield (of the *Chicken Soup for the Soul* book series fame) each have business empires, which are each worth an estimated \$1 billion piece of that pie.

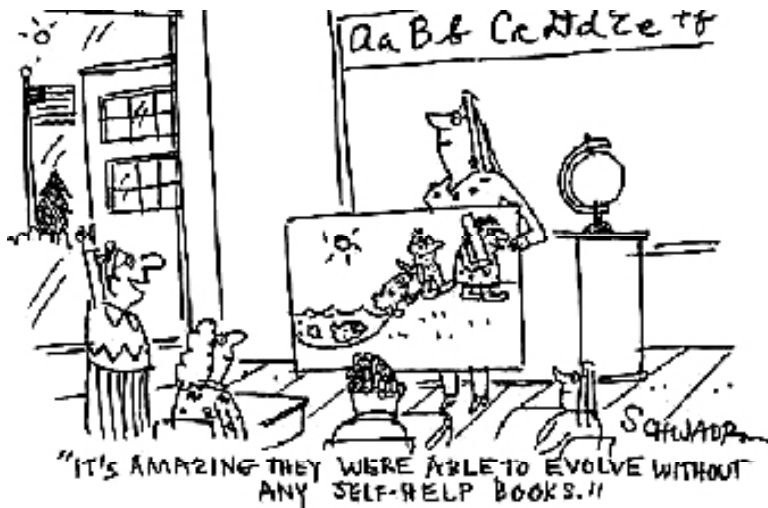
The self-development genre has been in service since Benjamin Franklin wrote the first 'how to be successful like me' book in 1733. *Poor Richard's Almanac* is still in print today, and is a blend of practical information, humour, and homilies like "A penny saved is a penny earned." Self-help crossed the Atlantic in 1859 when Samuel Smiles an English railway administrator, wrote his self-development book, *Self Help*. In many Victorian homes this book's status was secondary only to the bible. It began with the maxim 'Heaven helps those who help themselves' and went on to bring the self-help ethic to life through inspirational biographies of men from history.

Today in Dublin, the self-help section is one of the fastest expanding sections in leading bookstores. Anecdotal evidence from bookshop staff, suggests that women purchase far more books. Maybe that's because plus 90% of us want to know more about how we can become happier more successful people. Moreover the turn over of self-help books is rapid, as they are consumable, one is rarely enough, and the reader can often soon become addicted to them, purchasing one after another in search for the ultimate solution, rather like our poor Ailish. Sometimes the advice of one book even conflicts with the advice of another.

Growing evidence exists that self-help media can deliver psychological therapies for anxiety, mild depression and other mental health problems seen by some as having something to do with the need or desire for self-help. Research shows that some people do solve problems on their own, in many cases using techniques

used by psychotherapists like Ailish's re-imprinting – by themselves, just like in the days before therapists existed to do it for them.





However a growing body of criticism has also been massed against the self-help industry, suggesting that it offers easy, placebo like solutions to difficult personal problems, whilst the gurus and publishers collect their profits. One critic J. Buckley quipped 'The only real way to get rich from a self help book is to write one.'

The cultural critic Micki McGee's seminal book *Self-Help, Inc.: Makeover* asks what our seemingly insatiable demand for self-help can tell us about ourselves at the outset of this new century. The answers are surprising. Rather than finding an America that is narcissistic or self-involved, as others have contended, McGee sees a nation relying on self-help culture for advice on how to cope in an increasingly volatile and competitive work world. She criticises self-help for overemphasising the individual's agency in finding a solution, and undervaluing the more traditional assistance that the individual can derive from their family, friends or community. In line with this, some books claim to have the one and only solution, typified by Jack Canfield's 'The Secret' which shares the secret rules of success with the reader 'which *only* successful people' have known since the dawn of time. Jack their confidant, will now kindly reveal them to the waiting world.

For Americans today, a central component of working has become working on themselves. As women have entered the paid labour force in growing numbers, the Protestant work ethic has been augmented by a Romantic imperative that one can create a vision, a script - for one's life. And this is slowly becoming the case in Ireland as our makeover culture traps us in an endless cycle of self-invention and overwork, as we struggle to stay ahead of a rapidly restructuring socio-economic order. Enjoy the show.





Ailish McGovern's love and life tips

We caught up with our life shopping star, 36 year old Ailish in her dressing room before the Irish Tatler Awards. We asked her to share some of her best life shopping tips with our readers.

What is the most important event in a relationship?

For me it would be a decent proposal, which I would be able to share with all my friends and family. A proposal should be a moment where my boyfriend has enough confidence in us to want to make it work forever. The best way for him to show this is for him to 'say it with diamonds,' as my ring should be a major purchase for him, coming before other investments in his life such as property or business. I have selected Paul Sheeran Jewellers to make my ring as they have a whole room dedicated to engagement rings and understand their true significance.

Tell us more about the significance of engagement rings?

Well as Paul Sheeran says there are rings to suit every hand. If a man wants to surprise his bride with the engagement ring when he proposes, then he should try to guess what she would like by taking a careful note of the type of jewellery that she wears every day. And a little expert knowledge of diamonds can go a long way towards making this surprise very special. Men should familiarise themselves with the four Cs of diamonds, which are the four elements by which their quality is judged and certified. These are cut, clarity, colour and carat. If men follow the 4Cs then their diamond investment will be based not just on what they see but what they know.

What kind of marriage would you like to have?

The best would be like my parents' re-imprinted one. Failing that John and Bonnie Gray have an inspirational marriage as John dedicates his *Mans* and *Venus* books to his wife Bonnie. Bonnie supports John by being in the audience when he is on Oprah, so as to celebrate their marriage. And John asks her to give him a positivity rating each weekend. This means that he is getting closer to becoming the perfect husband. His ethos is inspiring.





How has feng shui changed your life?

I don't know how I ever existed without it really. It has brought serenity into my life. Most girls blame society, work or their weight for being single; but today I know that I was single for so long as my apartment had poison arrows, originating from the corners of other apartment blocks, which pointed across its southwest corner. I have deflected these arrows with a Chinese lucky money cat and feng shui and yinyang symbols in my living area. My recent romantic success has inspired me to consider setting myself up as Ireland's first feng shui consultant.

What music should a girl surround herself with?

Empowering music by Madonna, Kylie or Whitney (before the drugs) are my favourites. I've heard that if you play Madonna backwards you get a kabala message, but I haven't managed to get it to work on my i-pod yet. For your Hour of Power I'd advise dolphins' mating calls. Sinéad O' Connor is good if you're angry. I use her to detox myself of my boss Elizabeth. For motivational crying I'd try Coldplay or 'The top 100 Tear Jerkers of all time.'

Which celebrities should a girl look up to?

Obviously all self-help gurus and definitely Diana. 'Diana her true story' is my favourite inspirational biography. I identify with her suffering. If I could be reincarnated I'd come back as Grainne Seoige, because she is like a modern Grace O'Malley, beautiful, successful and MARRIED - with a son. And she is an Irish Tatler Woman of the Year.

How should a girl look fantastic?

She should read Irish Tatler - it's my bible. Also she should dedicate herself to Trinny and Susannah, Oprah and most importantly religiously watch Grainne's afternoon yack show.

Acknowledgements

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For more about Wonderland please see www.wonderlandtheatre.com



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Unitarian Church
Bookings 0214274077
www.corkfestival.com

Navan, Solstice Arts Centre Friday- Saturday
25th & 26th July
Bookings 0469092300
www.solsticeartscentre.ie

Limerick, The Belltable Arts Centre wed- Fri
July 16th- 18th @ 8pm and 1pm on 17th and
18th.

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