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ADVERTISING STUDENTS DESIGN 'PETER PAN' POSTERS AND PANELS

April 11th, 2014

Peter Pan

ENGLAND'S OCCUPATION



India gradually came under British rule not by the efforts of Britain's government, but by those of the British East Indies Company.



Over the next 250 years the British would find themselves more and more in the role of conquerors and governors than traders.



Newcomers from England were often shocked when first encountering their colleagues already in India, since they typically mixed freely with the natives and had adopted their customs, food, and clothing.



Service in India had its risks for the British, mainly tropical heat and diseases.



England and France both had business claims in the country. During the Seven Years War the French were defeated in India and England's power expanded to governmental law. In 1858 England took full control of the country in what is known as the time of the Raj.



(http://mediasandbox.cas.msu.edu/wp-content/uploads/2014/04/Calder_Peter-Pan-wp.jpg) For several years, students in Assistant Professor Henry Brimmer's ADV 326 and ADV 428 classes have worked with Professor Rob Roznowski and the Department of Theatre (<http://theatre.msu.edu/>) designing posters for student and professional productions.

But for the upcoming "Peter Pan in India" performance, the stakes were much higher. Brimmer's students not only created the poster for the performance, but also nine informational panels to educate the public about this rendition of Peter Pan.

"I have worked with Henry for several years on many projects, but this was certainly the most ambitious," Roznowski said. "Not only were students branding the show in this new version, they also were creating the immersive lobby display that sets up the audiences understanding before entering the theatre. The numerous posters give

background information along with recorded narration to prepare audiences for this new spin on the classic."

Roznowski and Brimmer agree that their partnership is a win-win situation.

"From this collaboration, everyone benefits. Our students get to design promotional material for 'real' clients, while the theatre students get quality designed work," Brimmer said.

Each year, when the Department of Theatre's student series kicks off, Brimmer's and Roznowski's students meet to discuss the play, the costumes, the set and all other aspects of the performance. The advertising students then get to work on the posters.

"We go through a couple of sessions of exploration before we ask the client for feedback and will do another round of tweaking until the final presentation, at which point, the client chooses the work by one of the students, which is often a very hard decision," Brimmer said. "Regardless of who is chosen, all students have a piece for their portfolio."

The poster chosen for "Peter Pan in India (<http://theatre.msu.edu/index.php/productions/season-archive/2013-2014-season/peter-pan/>)" was the work of advertising major Isabel Calder.

"Working with Henry is always a joy as his passion for numerous projects and his willingness to expose students to non-traditional clients (like theatre) have made my interactions edifying and have expanded his student's portfolio," Roznowski said. "As a director of unique projects in my department, I am always seeking collaborators on various projects. Few have been as willing and helpful and consistent as Henry."

"Peter Pan in India" will be performed at the Wharton Center's Pasant Theatre April 11-13 and April 16-20. The play promises to deliver the classic children's story with the memorable score and characters in tact, but with one major difference, the musical will be set in colonial India.

The reasoning for this, says Roznowski, the play's director, "Peter Pan is a beloved musical that now courts controversy for its depictions of 'Indians' in the show. These 'Indians' are usually portrayed as stereotypical Native Americans who 'smokum peace pipe' and are referred to as 'redskins.' This representation advances regressive cultural stereotypes to the young audiences usually courted to view Peter Pan."

In a first for the musical, designers and actors have created a Neverland where Indians are in fact Indian. The MSU Bhangra Dance Team (<https://www.facebook.com/msubhangra>) will be playing the Indians in this production and performing several of their award-winning routines throughout the show. Bhangra is traditional Indian dance form that will be used with other Indian theatrical techniques for this unique production of Peter Pan.

TAGS: STUDENT WORK ([HTTP://MEDIASANDBOX.CAS.MSU.EDU/TAG/STUDENT-WORK/](http://mediasandbox.cas.msu.edu/tag/student-work/))

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ABOUT

MSU Media Sandbox is a creative CURRICULUM and COMMUNITY in the College of Communication Arts & Sciences at Michigan State University.

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