



**KANSALLISTEATTERI**





**KANSALLISTEATTERI**

**Kohtaamispaikka yleisölle  
ja taiteilijoille.**





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**Kansallisteatteri tarjoaa näyttämön parhaimmille**



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**Kansallisteatteri on ajattelua ja tekoja.  
Se on esityksiä, joilla on merkitystä.**



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**Kansallisteatteri on Eurooppalainen teatteri**



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**Me-henki alkuna teatterin tekemiselle.**



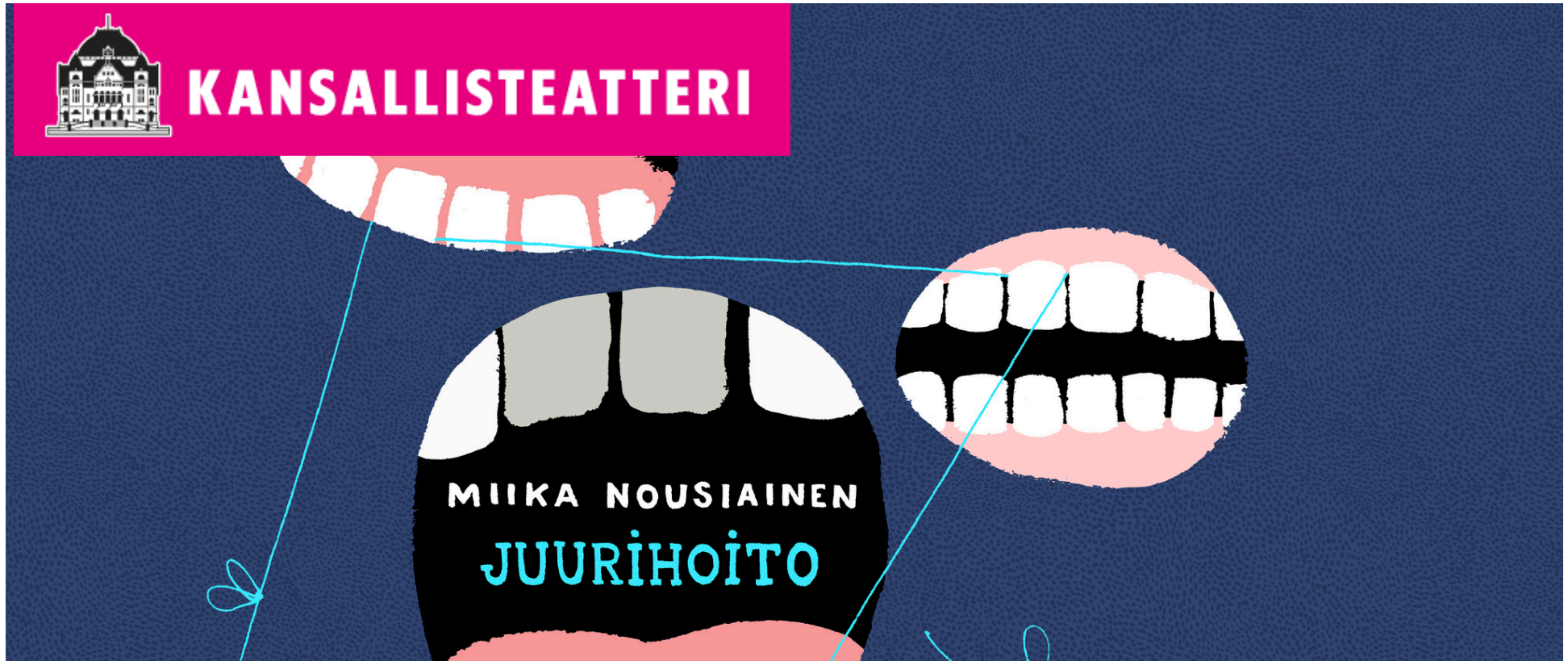
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**Kansallisteatteri on taiteellinen teatteri**



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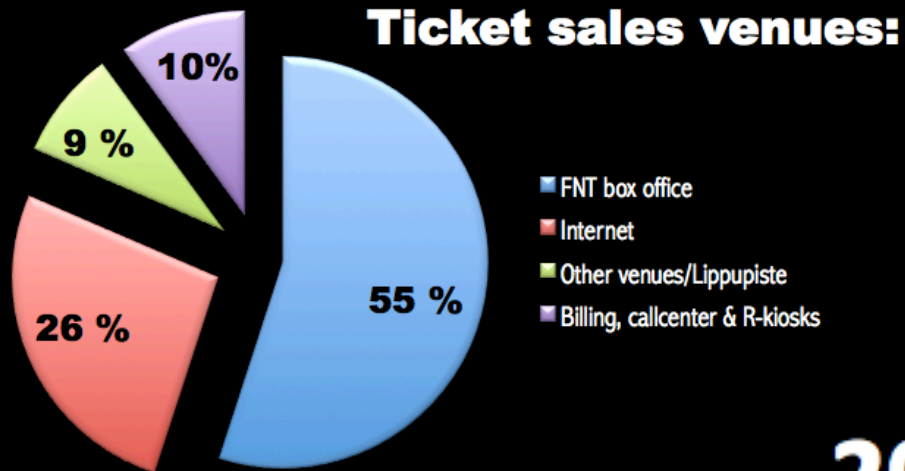
### **Ohjelmistossa aina jokaiselle jotakin**

- Klassikot, suomalaiset kantaesitykset, komedia, nuorten näytelmät jne.
- Runsas ja monipuolinen ohjelmisto
- Aktiivinen yhteistyö ja yhteiskunnallinen vaikuttavuus
- Merkittävät vierailut ja yhteistyöt kansallisesti ja kansainvälisesti.



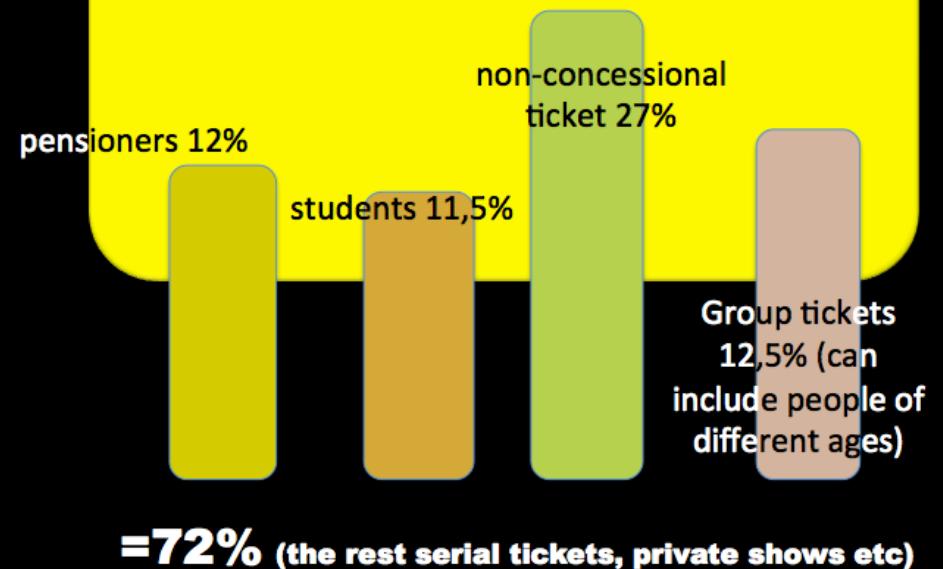
# 2016 the Finnish National Theatre

Over  
175 000  
members  
of  
audience



- FNT box office
- Internet
- Other venues/Lippupiste
- Billing, callcenter & R-kiosks

**Occupancy rate of seats in all performances 77 %**



## 2017:

14 premieres by the FNT and  
12 co-productions

# Wishes about the innovation project

- Making the FNT building interesting and inviting using AR/VR techniques
- How to get young people, students, under 35-year olds to the theatre (students count for only 11,5% percent of the audience)
- How to use AR/VR techniques in marketing where the image material is ready (note! before the premiere there will be more still images from both plays)
- How can the AR/VR techniques be used in marketing our low-cost student tickets, Stage Pass (54€/4 performances) and the Frank student serial ticket 60 €/6 performances
- Facebook, Instagram, Twitter, blog, newsletter

# **Innovation project AR/VR**

Focusing on two optional premieres in spring 2017  
(already on sale at the box office):

**Macbeth by William Shakespeare**

(premiere 8<sup>th</sup> March)

**Arctic Odyssey by Ruska Ensemble**

(premiere 9.3.)

WILLIAM SHAKESPEARE

# MACBETH

KLASSIKKO TULEVAISUUDESTA



# William Shakespeare MACBETH

Subtitled performances: 16.3., 27.3., 1.4., 8.4., 22.4., 2.5., 10.5. ja 13.5.

Including live music, mechanical animals, poetic videos, supernatural beings, post-humanist thinking, rap-duo, gatekeeper from hell and political murder. (Elements may be added to or removed from this list during the artistic process.)

*Tones have been known to move, and trees to speak;  
Augures, and understood relations, have  
By maggot-pies, and choughs, and rooks, brought forth  
The secret'st man of blood.*

Macbeth is balanced on a knife-edge. Spurred on by an ambitious Lady Macbeth he succumbs to the allure of power. All too conscious of the evil in his actions, Macbeth gambles on a dubious prophecy delivered by three Weird Sisters.

Macbeth's fatal choice sets in motion forces that spin out of control. The jewel in nature's crown becomes a self-appointed tyrant, a false king in borrowed robes. He believes he can control the natural order but nature rebels. He is soon caught in a vicious circle of his own making.

In celebration of the centenary of Finnish independence, the Finnish National Theatre opens this season with one of Shakespeare's most powerful masterpieces. This play about the darker dimensions of the human mind dates from 1606. In Finland, Macbeth was performed for the first time in 1887, at the Finnish National Theatre.

In this fresh adaptation, director Janne Reinikainen and his outstanding cast posit Shakespeare's 'mirror of life' to reflect on humanity's future.

RUSKA  
ENSEMBLE  
ARKTINEN  
ODYSSEIA  
ARCTIC  
ODYSSEY



*Näkyjä jäätikön reunalta*

# Ruska Ensemble ARKTINEN ODYSSEIA

*All I can say is thank you  
simply for being my sister  
simply for enriching my world to the fullest  
Your world is mine  
my world is yours*

– Niviaq Korneliussen

*Arctic Odyssey* by the Ruska Ensemble offers a unique journey through the landscapes of Greenland's ice sheet, Siberia's taiga and the northern fjelds inhabited by the Saami people.

Who are we, inhabitants of the North? What does the world look like from various sides of the Arctic? How do we approach the future and its challenges? And above all: what do the northern peoples from the Alaskan shores to the Kamchatka peninsula have in common?

On stage, Khanti myths mix with Inuit masked dance, Arctic songs with modern Saami poetry, cross-border artists with one another and the performers with the audience. Young artists from different parts of the far North recount their experiences, memories and reflections. The show is a cross between theatrical playfulness and contemporary ritual, and the public is welcome to join in.

*Arctic Odyssey* is part of the official programme of the Prime Minister's Office, celebrating Finland's centenary of Independence. The production is the second part of Ruska Ensemble's Arctic Trilogy, the first part of which, *Áillohaš*, was seen at the Finnish National Theatre in 2014.

Performed in multiple languages, the show is subtitled in Finnish and English.