

POSTERS



“A Totally Great Night Out!!!”

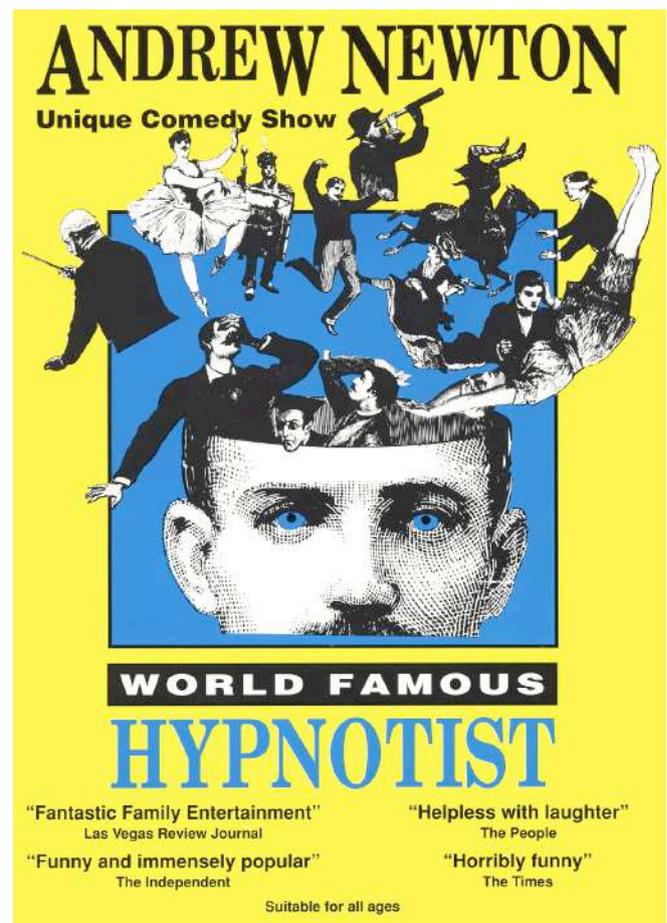
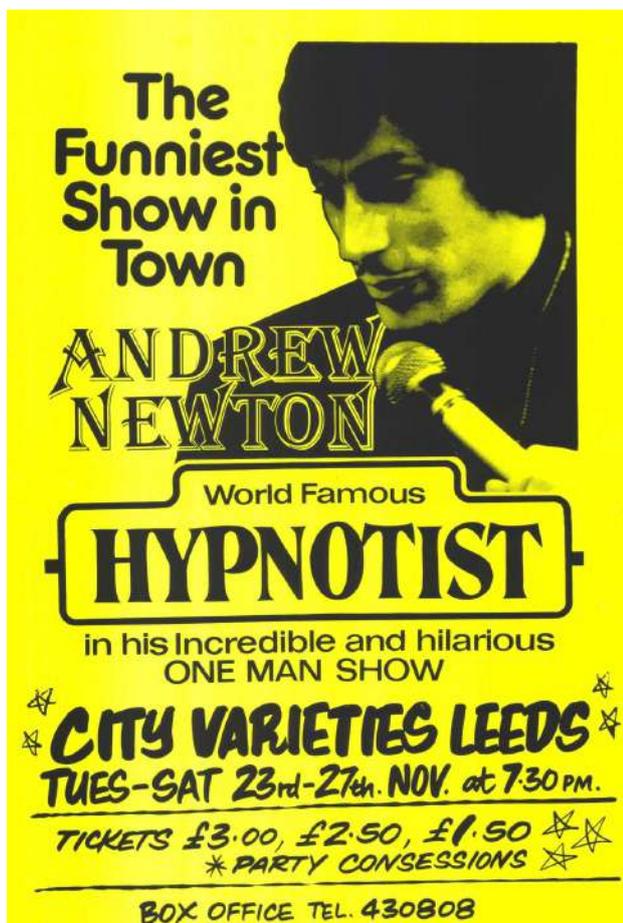
Andrew Newton – The Posters

One of the first things I learned about advertising was this – people only glance at a poster or a billboard for a split second, so the most important message to get across is: *what it is, when it is, and where it is*. All the rest is window dressing... after all, a picture paints a thousand words!

When I hired my first theatre – the 1,500 seat Royal Court Theatre in Liverpool, I went round at 2-o'clock in the morning with a bucket and paste, fly-posting 100 bright yellow day-glow posters. I have no idea if it worked... but it was a start.

Below left is my first poster design, this time for the world famous Leeds City Varieties, printed on bright yellow day-glow paper. I was thrilled to discover an original has been preserved in the Leeds City Archive.

The poster on the right was designed by my friend and artist Annie Millar, and first used in 1987. Again, bright yellow was more eye-catching.



The two cartoon posters (*following page*) were created by artist Russ Tudor and based on the sort of characters in VIZ magazine, which was very popular at the time.

They have appeared outside theatres in Australia, New Zealand, and also in 1987, in Singapore, where I played for a week in a cabaret room at a five star hotel.

Unique Comedy Show

ANDREW NEWTON

THE WORLD'S NUMBER 1
HYPNOTIST

"FANTASTIC FAMILY ENTERTAINMENT"
Las Vegas Review Journal

"FUNNY AND IMMENSELY POPULAR"
The Independent

"HELPLESS WITH LAUGHTER"
The People

"HORRIBLY FUNNY"
The Times

See over for dates and venues

ANDREW NEWTON

THE WORLD'S NO.1
HYPNOTIC LAUGHTER SHOW
15 SUCCESSFUL, AIRE-SPLITTING YEARS

ANDREW NEWTON
LIVE!
in New Zealand

HYPNOTIST
ANDREW NEWTON

*An evening of mischief & absurdity
(with lots of new stuff!)*

Leeds City Varieties
Saturday 27 October – 8.00

Box Office 01132 977 014
www.cityvarieties.co.uk/Online

AN EVENING OF MISCHIEF AND ABSURDITY
WORLD FAMOUS
HYPNOTIST
ANDREW NEWTON

ISAAC THEATRE ROYAL
SUNDAY 26 MAY - 6.30PM
Tickets: \$30 / Family ticket (2 adults + 2 children) \$100

TICKETEK

"Andrew Newton kept last night's audience laughing from start to finish... What lifted the proceedings was Newton's own personality and approach... slick, highly polished... Newton's comic timing makes him tower above all others of his genre... Newton would have been funny no matter what his act."

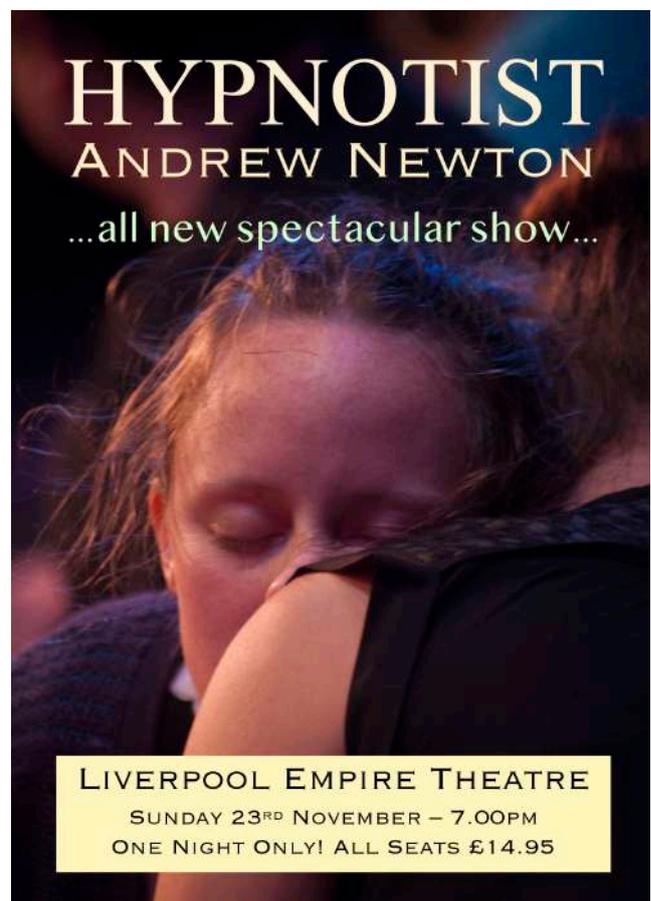
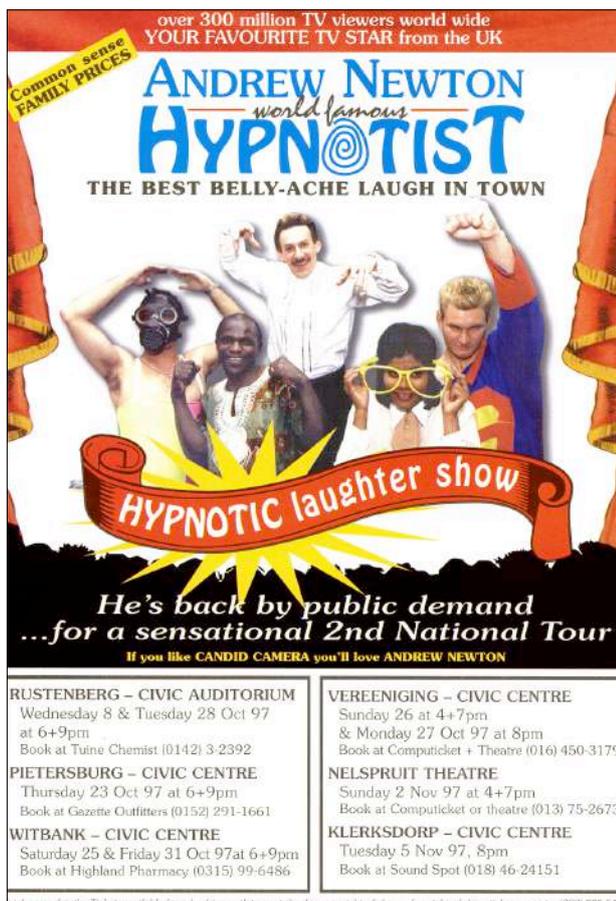
Yorkshire Evening Post (UK)

I try to make the posters different for every tour while retaining some elements that are instantly recognisable. I'm a great believer in using the words **HYPNOTIST** because everyone will instantly know what the show is about.

I liked the poster with the row of empty chairs because it represents the anticipation that those chairs will be occupied by real people – people I have never met before.

When I started out in 1980, all the old troopers had pretty well retired although a couple of them were still performing in what was left of the workingmen's clubs and on cruises. I wanted to do the theatres because I always knew that would be where the money would be... but hiring theatres and doing the publicity is expensive.

The average cost of putting a show on for one night in a major theatre in the 1980s was around £5,000 – and that's a lot of bums on seats just to break even. So absolutely everything has to be in place.



The poster (*left*) was for my South African Tour. Personally, I didn't like the design at all, but it seemed to work in South Africa. They didn't know what had hit them when I arrived – audiences sat there in shock during the induction, and then screamed with laughter right through to the end. We started in Cape Town at the 3,000 seat 3-Arts doing two shows a night, seven nights a week, for three weeks and then toured for the next five months. I enjoyed it so much, I decided to stay – for the next twenty years!

The poster (*right*) for the Liverpool Empire Theatre got a lot of attention – and some complaints – because some people felt it exploitive, but as soon as they went up around the city, ticket sales went through the roof. Throughout the 1980s and early 1990s, I did more than 400 shows in Liverpool, selling out the Royal Court Theatre, and later, the 2,300 seat Liverpool Empire.

There are places where there are not too many places to put posters up, except maybe at the theatre – in which case, a full page in the local newspaper is always good!

18 JERSEY EVENING POST SATURDAY 11 NOVEMBER 2017

The Weekend *What I Know*

A regular performer in Jersey over the last four decades, hypnotist **Andrew Newton** returns to the Island for his final appearance at Fort Regent next Saturday



■ I got interested in hypnotising people because I've always been fascinated by odd behaviour, particularly in groups of people, and the herd mentality of humans. I read loads of psychology books when I was young – when other kids were out playing football. At school I'd use suggestion to play pranks on people. I got away with that for years. I didn't discover hypnosis until I was in my early 20s.

■ The worst thing that's happened to me when performing was two years ago when I fell off the stage in New Zealand and spent the whole tour hobbling around every night high on painkillers. Also, a couple of my 'subjects' have escaped – one left the theatre and went to the local police station to report his belly-button stolen. He was searched and they found his ticket in his pocket. He was returned safely to the theatre.

■ Anyone can be hypnotised given enough time; almost certainly. But I have to work quickly on stage. There is a lot of pressure to get the show going and stick to time. Stage hypnosis is very different from hypnotherapy. There are lots of distractions and sometimes it's difficult to keep your eye on everybody!

■ I bought my Dalek when I was at a BBC auction bidding for something I thought would look good in my conservatory – then I saw the Dalek and realised it would look better. I've put my Amazon Alexa inside it and rigged it so when it speaks it sounds like a Dalek and its 'ears' light up just like the Daleks on Dr Who. The irony is, I never watch Dr Who. My friends love it. My wife hates it. Exterminate! Exterminate!

■ When I was younger I wanted to be an explorer. In 1995 I took a year off to fly my plane around Africa, but it didn't end well. Flying very late in the day and hemmed in by a violent thunderstorm, I tried to land but unfortunately I mistook a neighbouring tea plantation for the runway and crashed, writing the plane off. I was incredibly lucky to walk away, but I was hospitalised.

■ I was robbed at gunpoint in South Africa (2005), arrested in Zimbabwe (1997) and deported from Russia (1983) for making a crack about the 'glorious workers' paradise'. Those communists have no sense of humour.

■ The person who has had the biggest

influence on my life is my father, who was a Spitfire pilot in the war. In my eyes, he is a hero. I once moaned to him about how much pressure I was under and he replied: 'Pressure? Try having a Messerschmitt up your a**e – that's pressure!' which perfectly put it all into perspective. He was a very kind and gentle man and had a very keen sense of justice, but I also think I inherited my cynicism from him.

■ The one possession I would save in a fire? My shredder.

■ The last time that I really belly-laughed was when Donald Trump was elected President. I'm still laughing.

■ If I could meet one famous person it would be Dr Walford Bodie – the most famous showman of his time and the first stage hypnotist (circa 1900). I bet he'd have some stories to tell.

■ It's the experiences of life that matter to me. Objects and possessions are irrelevant.

■ If I could speak to my younger self I would say: 'Don't do it!' many, many, many times.

■ This will be my last show at Fort Regent because I'm booked up solid for the next two years with tours of Australia, New Zealand, South Africa, Norway and of course the UK theatre circuit. If I come back, it wouldn't be for a few years and I would be looking at a more intimate venue. These big arena shows are getting too stressful.

Competition

WE have five pairs of tickets to Andrew Newton's show at Fort Regent on Saturday 18 November at 7.30 pm. For a chance to win a pair of tickets, answer the following question:

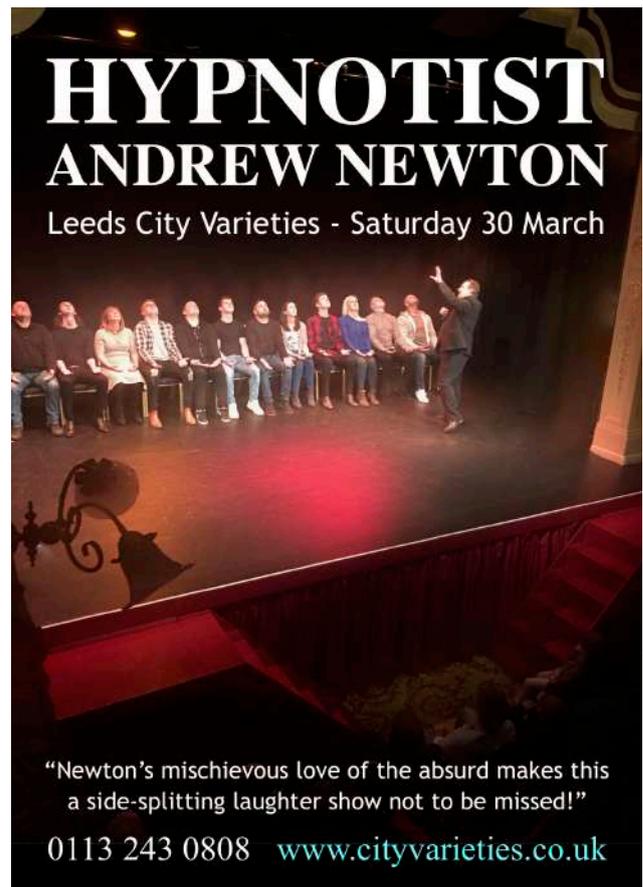
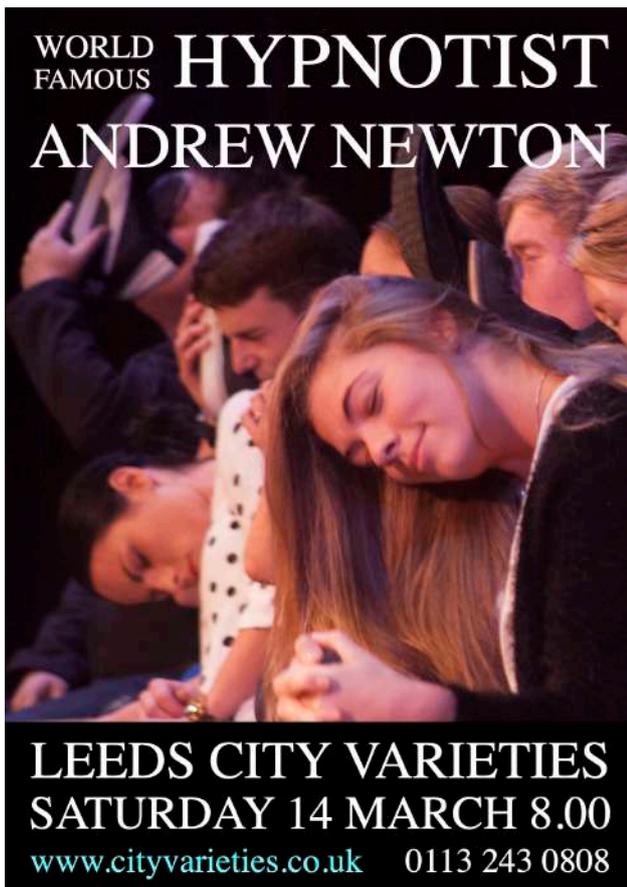
Which possession would Andrew save in a fire?

Send your answer by email to features@jerseyeveningpost.com with Andrew Newton Competition in the subject line. The closing date is Tuesday 14 November.

I'm always messing about with the artwork. The poster *below left* says it all, but I quite like the one *below right* because it reflects the Victorian specialness of the world famous 500 seat Leeds City Varieties, the oldest working theatre in the UK. The photograph was taken from one of the boxes by a friend – the moment I saw it, I immediately thought, 'Poster!!!'

Opened in 1865, the 'Verts' is one of the last remaining examples of the Victorian music hall. My association with the world famous Leeds City Varieties has lasted for nearly 40 years. I first performed there in 1981 and I've done more shows there – a record 332 performances so far – than any other performer in the theatre's history, most of them sell-outs. I have a special fondness for the Varieties and its fascinating history.

To find out more, please go to <http://fko.09a.myftpupload.com/my-favourite-theatre/>



Following page: The first time I put my picture on my own posters... the reason is, I absolutely hate the thought of being recognised. Normally, I avoid publicity at all costs and off stage I prefer anonymity. I did go to a few 'celebrity' events when I opened a run of Sunday shows in London's West End, but I found them tedious and frankly, irritating. Terry Christian once cornered me at a SKY TV bash and talked incessantly about football and Manchester United, the two things I have absolutely no interest in whatsoever.

When I'm away from the theatre I prefer a quiet life where I can pursue my own interests – music, reading, and these days going back to my roots by joining the local town orchestra as their percussionist. Living in Cape Town gave me the opportunity to study and practice hypnotherapy, the effectiveness of which is something I'm passionate about and enjoy.

The poster *below top right* is too busy – they were designed like that because they matched leaflets that were given out to every customer at a chain of local supermarkets. That way, I sold out the show without having to pay for any advertising!

**WORLD FAMOUS HYPNOTIST
ANDREW NEWTON**



LEEDS CITY VARIETIES
FRIDAY 1st NOVEMBER - 8.00pm
0113 243 0808 www.cityvarieties.co.uk

world famous HYPNOTIST Andrew Newton
Civic Theatre, Rotherham - Wednesday 7 March - 7.30
box office 01709 823 621 - www.rotherhamtheatres.co.uk/whats-on/
BUY 2 TICKETS, GET 2 FREE!



WYNDHAM'S THEATRE
CHARING CROSS ROAD · LONDON WC2H 0DA 01-836 3028

ANDREW NEWTON



World Famous
HYPNOTIST
It's the funniest show in town!

SIX SUNDAY SHOWS
FEBRUARY 8th · 15th · 22nd MARCH 1st · 8th · 15th
7-30pm Tickets £6.50 £5.00 £4.00
Credit Cards 01-379 6565

Left, these posters went up in every London Underground station when I opened at Wyndhams Theatre in the heart of the West End in 1987.

I had no input in the design of these monstrosities, I was presented with them as a fait accompli.

Six shows turned into a run of 14 shows and I had to get a special Hypnotism licence from the City of Westminster to be able to do them. I was the first hypnotist to appear in London since 1948 and two licensing officials sat in the audience at every performance!

I had engaged Max Clifford to do the PR for the shows and I didn't like him very much – I thought he was sleazy and all his ideas revolved around sex. At the end of the West End run, I terminated the contract.

I didn't like London very much and didn't bother going back.

After an enforced break and series of cancelled shows, tours and lectures caused by Covid, the next generation of posters is ready to roll. We will resume in 2022 in New Zealand, starting at Sky City, Auckland, New Zealand

HYPNOTIST ANDREW NEWTON

AUCKLAND
SKY CITY

SATURDAY 30 MAY
8.00PM



TICKETEK

\$40, \$25

“A Totally Great Night Out!!!”