## Marketing & Engagement

*Domesticity* touches people where they live: at home!

Fred Smith is much loved by audiences around the country through his appearances on ABC radio, the Australian Story documentary on his work in far flung conflict zones, and his wide touring of the Afghanistan shows *Dust of Uruzgan* and *Sparrows of Kabul*.

He is a gifted songwriter and raconteur who describes the world we live in with humour and a vivid accuracy that touches the heart.

Audiences who loved Fred’s *Dust of Uruzgan* and *Sparrows of Kabul* shows will want to see a more personal side of the artist as he muses on the nuts and bolts of our lives: the homes we live in, the children we raise, and the marriages we hope to sustain.

The show draws on songs from Fred’s more personal albums: *Home, Domestic, Into My room, Lovethongs* - much loved by those who know them – as well as his new album *Look*.

The Adelaide Fringe season of *Domesticity* will coincide with the release and marketing campaign for a new album *Look*.

Adelaide ABC and print media have been generous to Fred in the past including during his highly successful 2023 Sparrows of Kabul Fringe season. Marketing will be supported by Fred's 12000 email list and Facebook pages, as well as posters and Fringe advertising.

Target audience segments for this show:

Middle-aged people, ABC listeners, music fans, Fred Smith fans, folk festival attendees.

## Youtube links for songs from *Domesticity*

Videos are currently in production for new songs in the show.

Other songs will include:

[(12) Beautiful Girl Canberra Street Theatre - YouTube](https://www.youtube.com/watch?v=k5hIwDmiRIs)

[(12) Fred Smith and Liz Frencham, 4 Strong Hands - YouTube](https://www.youtube.com/watch?v=Ix7DHU4MRVY)

[(12) There Go I - YouTube](https://www.youtube.com/watch?v=bgPHHIjTjA8)

[(12) Sweet Ever After - YouTube](https://www.youtube.com/watch?v=e3qhUq3ynUY&list=PLukE1Y6AbcjgWW4TxRRbOcNO6MhO9-I1C&index=18)

[(12) Australian Story Series 2013 A Sapper's Lullaby - YouTube](https://www.youtube.com/watch?v=n2kYmCPjBcg&list=PLukE1Y6AbcjgWW4TxRRbOcNO6MhO9-I1C)

**Fred Smith – Domesticity**

Fred Smith and band present ‘Domesticity’ - a show that will touch you where you live: at home!

After years in Afghanistan, Fred Smith returns with something completely different: reports from the domestic frontier!  
   
This concert is a collection of love songs for middle-aged people!  These have been described as “a stunning cycle of deeply personal songs about marriage, babies, love, tolerance, decency and the complexity of modern life…sublime study in tenderness and vulnerability”. BRUCE ELDER (SMH).  
   
Backed by some of Australia’s most sensitive musicians, Fred Smith brings his trademark subtlety, wit and observation to bear on the quiet struggles in our little lives: the homes we live in, the children we raise, the marriages we hope to sustain, and the dishwasher we wish would work.

50 words

Fresh from a 5-star reviews at the Adelaide Fringe, ‘Domesticity’ will touch you where you live: at home! “A stunning cycle of deeply personal songs about marriage, babies, love, tolerance, decency and the complexity of modern life…a sublime study in tenderness and vulnerability”. BRUCE ELDER (SMH).

Synopsis:

**Fred Smith - Domesticity (4 Paragraphs)**

Fred Smith and band present ‘Domesticity’ - a show that will touch you where you live: at home!

After years in Afghanistan, Fred Smith returns with something completely different: reports from the domestic frontier!  
   
This concert centers around what have been described as “a stunning cycle of deeply personal songs about marriage, babies, love, tolerance, decency and the complexity of modern life…sublime study in tenderness and vulnerability”. BRUCE ELDER (SMH).  
   
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**Fred Smith - Domesticity (2 Paragraphs)**

Fresh from 5-star reviews at the Adelaide Fringe,**‘**Domesticity’ is a beautiful, heartwarming show that will touch you where you live: at home! It is built around what has been described as “a stunning cycle of deeply personal songs about marriage, babies, love, tolerance, decency and the complexity of modern life…sublime study in tenderness and vulnerability”. (BRUCE ELDER - SMH).

Backed by some of Australia’s most sensitive musicians, Fred Smith brings his trademark subtlety, wit and observation to bear on the quiet struggles in our little lives: the houses we live in, the children we raise, and the marriages we might hope to sustain.

***Media quotes:***

*“Domesticity* is a show highlighting a distinctly Australian songwriter at the very top of his game. His songs are full of imagery and situations which may mirror some of your own life experiences and subsequently may trigger some strong cathartic emotional responses – but that is an effect only the very best songwriters can achieve. It deserves a full house.” Rating: 5 stars. (Ken Grady, The Upside News, 1 March 2024)

*“Domesticity* is a highly relatable song cycle. Fred reckons it’s a collection of love songs for middle-aged people, but really he writes with wit and heart that any and all can appreciate and enjoy. *The best songwriting holds a mirror up to our lives and society. These songs will resonate long after the gig has been and gone”. (*Clayton Werner, The Clothesline, 4.5 stars, 1 March 2024)

**50 words**

Fresh from a 5-star reviews at the Adelaide Fringe, ‘Domesticity’ will touch you where you live: at home! “A stunning cycle of deeply personal songs about marriage, babies, love, tolerance, decency and the complexity of modern life…a sublime study in tenderness and vulnerability”. BRUCE ELDER (SMH).

Video show real and song videos are currently in production for Domesticity. Should be available by Aril

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