



# Identity

MARKETING KIT

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## Marketing / Production / Education Contact

### PRODUCTION/ MARKETING COORDINATION:

Priscila Da Cunha - *Creative Producer*

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### DIRECTOR:

Cesar Genaro – *Director*

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### EDUCATION OFFICER:

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## Production Name

Identity

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## Company Name

D.I.V.E. Theatre Collective

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## Marketing Kit Google Drive link

Click [here](#)

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## Presentation Line & Billing

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**Director:** Cesar Genaro

**Performing Artists:** Bella Wanwei Liu, Wanrong Liu, Megan O'Hare, Valentina Ayala

**Voiceover:** David Erskine

**Creative Producer:** Priscila Da Cunha

**Sound & Light Design:** Cesar Genaro

**Dramaturgy:** Priscila Da Cunha

**Choreography:** Bella Wanwei Liu

**Makeup:** Bella Wanwei Liu and Wanrong Liu

**Costume Design:** Hayley Davis

**Stage Technician:** Max Dodson

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## Acknowledgements

*Identity* premiered at the Black Box theatre in the Old Ambulance Station, in Nambour, Qld, in May 2025.

### ***Acknowledgement Statement for Print:***

The development of *Identity* was supported by the Regional Arts Development Fund (RADF), a partnership between Queensland Government, through Arts Queensland, and Sunshine Coast Council to support local arts and culture in regional Queensland.

*Identity* was also supported by Ray White Commercial Noosa & Sunshine Coast, Sunshine Coast Arts Foundation, the Blackbox Theatre Nambour, the Old Ambulance Station and Vlad Photo.

### ***Acknowledgement Statement for Socials:***

***Instagram:*** The development of *Identity* was supported by the Regional Arts Development Fund (RADF), a partnership between @qldgov, through @artsqueensland, and @sunshinecoastcouncil to support local arts and culture in regional Queensland.

*Identity* was also supported by @rwcnsn, @suncoastartsfoundation, @blackboxtheatre\_nambour and @oldambulancestation

***Insta Handles:*** @qldgov @artsqueensland @sunshinecoastcouncil @rwcnsn @blackboxtheatre\_nambour @oldambulancestation

***Facebook:*** The development of *Identity* was supported by the Regional Arts Development Fund (RADF), a partnership between @Queensland

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Government, through @artsqueensland, and @Sunshine Coast Council to support local arts and culture in regional Queensland.

*Identity* was also supported by @RWC Noosa & Sunshine Coast, @Sunshine Coast Arts Foundation, @Black Box Theatre Nambour, @Old Ambulance Station

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## Genre

- Physical Theatre
- Immersive Theatre
- Devised Theatre

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## Performance Duration

60 min

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## Age Suitability

15+

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## Warnings

*Identity* is targeted at audiences 15+.

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## Tickets at D.I.V.E. website

<https://divetheatre.com/shows/identity/>

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## Poster & Flyer Template - Canva

Available [here](#).

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## Program Template - Canva

Available [here](#).

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## Marketing Tagline

Who we are is never just one story— a poetic, multilingual physical theatre journey through self and society.

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## Marketing Copy (15 Words)

Four strangers, one powerful journey. Movement, poetry, and physical theatre unravel the layers of identity.

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### Marketing Copy (30 Words)

No label can hold a whole life—four strangers confront their pasts, labels, and each other in a bold, multilingual journey where physical theatre, movement, poetry, and storytelling unravel identity, belonging, and self-perception.

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### Marketing Copy (50 Words)

*Identity* immerses you in the transformative journey of four strangers who come together to confront their pasts, labels, and the lives that have shaped them.

Through a vibrant mix of physical theatre, movement, poetry, and multilingual storytelling, they embark on an emotional, poetic journey that questions the very nature of identity, belonging, and what it means to truly be.

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### Marketing Copy (100 Words)

*Identity* immerses you a profound exploration of identity, belonging, and self-perception through the stories of four diverse individuals.

Using a blend of physical theatre, movement, poetry, and multilingual storytelling, this compelling performance invites audiences to witness the raw, complex journey of confronting one's past and the labels imposed by society.

With each character's journey, the show unravels the layers that define who we are.

A celebration of the universal human experience, *Identity* leaves a lasting impression, sparking reflection on what shapes our identities and how we relate to others.

Expect to be moved, provoked, and inspired.

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### Extended Marketing Copy (200 Words)

Are you ready to step into a world where identity is questioned, redefined, and laid bare?

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*Identity* is a bold and immersive performance that invites you to witness the raw, complex journey of four strangers confronting their pasts, their labels, and the forces that have shaped them.

Through a striking blend of physical theatre, poetic movement, and multilingual storytelling, *Identity* unravels the layers that define who we are.

As the audience moves freely through the space, standing face to face with the performers, the boundaries between stage and spectator blur, creating a visceral, deeply personal experience.

This is more than a performance—it is an invitation to reflect, to feel, and to challenge the stories we tell ourselves about belonging and self-perception.

Expect to be moved, provoked, and inspired as *Identity* lingers in your thoughts long after the final moment.

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### Plot synopsis (50 Words)

In a world where identities are constantly shaped and challenged, four strangers find themselves entangled in a space that blurs memory, perception, and reality. As their stories unfold, personal histories collide, revealing hidden connections, unspoken fears, and the struggle to define oneself in a society eager to label and confine.

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### Plot synopsis (100 Words)

Four strangers are drawn into an undefined space where memory, perception, and reality intertwine. As they navigate this shifting landscape, fragments of their lives emerge—stories of displacement, cultural heritage, and the struggle for acceptance.

Through moments of tension, humour, and revelation, they uncover hidden connections and challenge the labels imposed upon them. Each must confront the question: Are we shaped by who we are, or by how others see us?

*Identity* is a theatrical journey through shifting perspectives, where personal histories collide, truths are questioned, and the search for belonging takes centre stage in an ever-changing world.

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## Industry Quotes

"It was an amazing evening, so many great people to meet and talk to and, most of all, the adventurous performance we participated in of *Identity*." (Chair of the Sunshine Coast Arts Foundation)

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## Reviews

"Theatre's masterful incorporation of audience participation reminds us that despite feeling isolated, we all grapple with labels and identity in different ways and capacities. *Identity* reminds us that beneath surface differences, we can discover profound commonalities. Audiences leave with a deepened sense of community, understanding that we're not as separate as boundaries and labels might suggest. *Identity* proves that connection transcends face value – we are not so different after all!"

(Review by Georgia Haupt – [Anywhere Festival Review](#))

"Who are you? This is one of the biggest questions posed by D.I.V.E Theatre Collective in their bold new work *Identity*. Navigating one's place in the world is never easy and it is made harder by the societal pressures of everyday life. *Identity* follows four talented performers as they move around an undefined space, at an undefined time, expertly weaving script, movement and dance to create immersive theatre." (Review by Lachlan Boyes – [Magic Ant Network](#))

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## Audience Feedback

'It moved me deeply and I felt the total commitment of the actors.'

'It was interactive and original. An awesome experience.'

'It was topical and relevant in a world that demands conformity and homogeneity.'

'I liked the script, the honesty and the movement.'

'The music, the rapping, the thought-provoking lines were remarkable.'

'There was energy, inclusion and a powerful message.'

'I liked exploring questions I am struggling with.'

'I loved the range of lighting, the use of space and the unique audience engagement.'

'I loved the immersion and the movement around the room.'

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'The engaging questions and interactive nature called my attention. It was a very thought-provoking concept - important questions at this moment in time.'

'It was innovative and interactive. It made audience involved physically and mentally.'

'The form/structure encourages questioning, deep reflection and insight.'

'It was insightful, emotional, and pulls right where it's meant to.'

'There was rawness and truth.'

'It was a unique experience. With intense acting, lighting and direction. Very intriguing.'

'The storyline was remarkable.'

'You are forced to only take the things that matter to you.'

'It was realistic and bare.'

'I loved how people can view the show differently.'

'I loved the abstract art of it. Something I've never seen before.'

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## Images

A selection of high res images are available to download [here](#).

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## Image Credits

Hero and show images by Vlad Da Cunha / Vlad Photo  
@vlad\_dacunha

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## Media Release

A media release template will be available for download in the shared Google Drive folder, from April 2025. Direct link [here](#).

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## Footage

Promotional media available to download in the shared Google Drive folder. Direct link [here](#).

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## Education Focus

The show is being promoted to schools. An education resource kit is available upon request.

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## About the Company/Artist

D.I.V.E. Theatre Collective is a Sunshine Coast-based multicultural contemporary theatre company that provides performing arts experiences of the highest calibre for audience members who come to see their shows, artists in search of purposeful development opportunities, school students and the community who participate in their training program and engagement activities.

D.I.V.E. Theatre Collective is a dynamic ensemble dedicated to pushing the boundaries of traditional theatre through innovative storytelling and immersive experiences. With a commitment to diversity and inclusion, D.I.V.E. Theatre Collective aims to create thought-provoking productions that resonate with audiences on a profound level.

Their aim is to strengthen connections, promote individual and social wellbeing, stimulate reflection and effect meaningful transformation in the lives of people and their communities through diverse, investigative, visceral and enlightening theatre experiences.

They create stories that empower artists and inspire individuals and groups to rethink their social context and produce positive change.

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## Cast and Creatives List

**Director:** Cesar Genaro

**Performing Artists:** Bella Wanwei Liu, Megan O'Hare, Valentina Ayala, Wanrong Liu

**Voiceover:** David Erskine

**Creative Producer:** Priscila Da Cunha

**Sound & Light Design:** Cesar Genaro

**Dramaturgy:** Priscila Da Cunha

**Costume Design:** Hayley Davis

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## Cast and Creatives Bios

### Cesar Genaro (Director)

D.I.V.E.'s co-founder and Artistic Director, Cesar has been engaged with the performing arts industry as an actor, director, teacher, sound & lighting designer and filmmaker for 17 years. He trained in Experimental Theatre, Theatre of the Oppressed, Meyerhold's Biomechanics, the Frantic Method, Puppetry, Physical Theatre, Viewpoints and Butoh with different schools and theatre companies in Brazil and Australia. Performance and

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directing credits for D.I.V.E. include *Amor* (2024), *Into the Light* (2023 & 2020), *Caprichos* (2022), *Diver.city Inside Out* (2021), *Exodus* (2021), *Urban Twitters: Dis.connect.ed* (2019) and *Stories of Dis.place.ment* (2018). He also directed *Dis.connect.ed: A Short Documentary* (2019).

### **Priscila Da Cunha (Creative Producer & Dramaturg)**

D.I.V.E.'s co-founder and creative producer, Priscila has worked as a performer, producer and director for independent theatre companies and schools in Brazil and Australia for 15 years. She has trained in creative writing, immersive theatre, composition, contact improvisation, contemporary dance, Viewpoints, the Frantic Method and Rudolf Steiner's Creative Speech and Drama. Production credits for D.I.V.E. include *Amor* (2024), *Into the Light* (2023 & 2020), *Caprichos* (2022), *Diver.city InsideOut* (2021), *Exodus* (2021), *Dis.connect.ed: A Short Documentary* (2019) and the street performance *Urban Twitters: Dis.connect.ed* (2019). In 2018, she also facilitated and acted in two street performances as part of *Stories of Dis.place.ment*.

### **Bella Wanwei Liu (Performer & Choreographer)**

Originally from China, Bella Wanwei Liu is a seasoned choreographer, dancer, and dance educator boasting over 15 years of industry expertise. She is a graduate from the esteemed Xie Jin Art Performance College of Shanghai Normal University, specialising in Performing Arts, Broadcasting, and Dance. Bella brings a wealth of diverse experiences to her craft, enabling her to embrace a multitude of roles with ease. She is currently the Event Manager and Choreographer for the Arts and Culture Federation of Sunshine Coast. *Amor* (2024) was Bella's first production with D.I.V.E. Theatre Collective.

### **Wanrong Liu (Performer)**

Wanrong Liu is a versatile artist from China with expertise in event planning, choreography, and multimedia production. As Event Planning and Marketing Director at the Arts and Cultural Federation of Sunshine Coast since 2020, she has orchestrated multicultural events like the Lunar Year Celebration. In 2024, she collaborated with D.I.V.E. Theatre Collective on *Amor* as a makeup artist, enhancing its visual storytelling. Her background in choreography and stage design enriches her contributions, and her dedication to education and community engagement highlights her collaborative spirit. Wanrong has joined D.I.V.E. as a performer in 2025.

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### **Megan O'Hare (Performer & Education Officer)**

Originally from Ireland, Megan O'Hare is a performing artist. She joined D.I.V.E Theatre Collective's Ensemble in 2021 due to her shared belief in the potential of art to effect change. She believes that there is immense value in exploring the multitude of (sub)cultures and experiences existent within Australian society, particularly those that are provocative, marginalised or misunderstood. Megan has performed in D.I.V.E.'s productions *Caprichos* (2022), *Into the Light* (2023) and *Amor* (2024), directed by Cesar Genaro. She has trained in Butoh, Viewpoints, Meyerhold Biomechanics, Theatre of the Oppressed, improvisation and the Meisner technique. She is eager to expand and improve her knowledge and skills. Megan presently works as D.I.V.E.'s Education Officer, overseeing in-school workshops and the South-East Queensland school tours of D.I.V.E.'s productions *Into the Light*, *Amor* and *Identity*.

### **Valentina Ayala (Performer)**

Valentina Ayala, originally from Colombia, moved to Australia in pursuit of fresh opportunities in her blossoming career as both an actress and professional dancer. She holds a Bachelor of Theatre and Performance from the University of the Sunshine Coast. With a lifelong passion for the arts, Valentina's journey began in urban dance, where she excelled in both solo freestyle and group competitions. Her extensive training spans across various dance styles including hip hop, Latin, contemporary, and jazz. Throughout her time in Australia, Valentina has showcased her talent in prominent theatrical productions such as *Adam and the Engine* by Lauren Gunderson, *Influencer Inferno* by Bree Glasbergen, and several noteworthy short films. *Amor* (2024) was Valentina's first collaboration with D.I.V.E. Theatre Collective.

### **David Erskine (Voiceover)**

David is a versatile performing artist, theatre director and arts educator, with a strong background in drama, film, and music. He holds a Bachelor of Education and has shared his passion for the arts at various educational levels, from primary schools through to universities. His specialised skills include clown, mask, puppetry and magic. David's performance career has spanned many years. In the early 1980s he joined Adelaide clown troupe *Magick Circus*. After touring Australia, they ventured to Europe and based themselves in Amsterdam. Scotland was next, with performances at the Edinburgh Fringe Festival. On returning home, David established his own group, *Fools Theatre Company* and developed a repertoire of shows and wandering characters, performing in schools and major festivals

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throughout Australia and overseas. With theatre still coursing through his veins, David continues to explore the art of storytelling through words, theatre and music.

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## Website

<https://divetheatre.com>

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## Social Links

Facebook – <https://www.facebook.com/divetheatrecollective>

Instagram - <https://www.instagram.com/d.i.v.e.theatre/>

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## Awards / Nominations / Grant Recipient

D.I.V.E. Theatre Collective received the following awards:

- 2025 – Nominated for 2025 Matilda Award for Best Costume Design.
- 2023 – Best Show of 2023 at Anywhere Festival Award for *Into the Light*
- 2021 - Horizon Festival Anywhere Award for *Exodus*.

RADF Grant Recipient in 2019, 2022, 2024, 2025.

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## Marketing Angles

### 1. A Psychological Mystery – What Is Madness, and Who Decides?

Step inside the *Institute of Fractured Whispers*, where reality bends and perception is questioned. *Identity* takes you deep into the mind of Dr. Aliena, an obsessive scholar who classifies human emotions as disorders. But when her carefully constructed world collides with the defiant Mora, the seductive Volupta, and the uncertain Nix, everything unravels. A gripping theatrical exploration of sanity, social labels, and the fine line between control and chaos.

### 2. The Immersive Experience – Be Part of the Story

*Identity* isn't just a performance—it's an experience. With the freedom to move through the space, audiences stand face to face with the performers, creating an intimate and visceral encounter. This is theatre without barriers, where movement, poetry, and storytelling unfold around you, pulling you into a deeply personal journey.

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### **3. Physical Theatre at its Most Poetic – A Feast for the Senses**

Blending bold physical theatre, poetic movement, and evocative storytelling, *Identity* creates a visually striking, emotionally charged performance. Each gesture, step, and word is carefully crafted to break conventions and redefine how stories are told—offering an experience that lingers long after the lights fade.

### **4. A Multicultural Perspective – Diverse Voices, Shared Humanity**

In a world shaped by borders, labels, and histories, *Identity* brings together a multilingual ensemble of artists from diverse backgrounds. Through a fusion of languages, movement, and poetry, the show explores belonging and self-perception, challenging audiences to reflect on the identities we inherit, reshape, and reclaim.

### **5. Thought-Provoking & Transformative – A Story That Stays with You**

Who are we beneath the labels? *Identity* dives into the raw, universal search for self, inviting audiences to reflect on their own place in the world. Expect to be moved, challenged, and inspired by a performance that speaks to the heart of what it means to be human.

Social media marketing copies for each angle can be found in the shared Google Drive folder. Click [here](#).

Social Media tiles (Canva) can be found [here](#).

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