



**ALMEIDA
THEATRE**

The May Fair Hotel to host pop-up theatre production in suite

London, 10th September 2014: The May Fair Hotel London announces today a new cultural partnership with the Almeida Theatre. *The Fever*, starring Tobias Menzies and directed by Almeida Associate Director Robert Icke, will be performed to a small audience in the intimate surroundings of the hotel's Amber Suite in January and February.

The May Fair Hotel; a luxury locale in the heart of the capital and key part of the London scene, is a recognised cultural destination and resonant supporter of home-grown talent. The five-star hotel works to continually promote and partner with a diverse array of local cultural offerings; building and nurturing close relationships within the arts industry across the capital.

Dearbhla MacFadden, Director of Marketing at Edwardian Group, London, said: “We recognize that an ever-expanding portfolio of cultural partnerships is crucial for our growth within the hospitality industry. It’s this type of partnership that help us stand apart from the crowd as well as driving increased business into our hotels; and food and beverage concepts. At The May Fair we strive to constantly offer our guests something above and beyond their expectations; with a range of unique opportunities and experiences on offer.

“Edwardian Group London places a strong emphasis on developing specialized breaks and tailored packages for guests; ensuring all visitors to our hotels receive an all-encompassing and unique experience that is fitting to their individual needs and wants. This bespoke offering is particularly reflected in the array of cultural partnerships championed by The May Fair, support for *The Fever* by the Almeida Theatre being the most recent addition.”

Wallace Shawn’s *The Fever* is a deeply thoughtful and beautifully written confessional monologue. The play starring single cast member, Game of Thrones actor Tobias Menzies, will be performed to an audience of 28 in the hotel suite. Performances will run from 7th January until 7th February, limited tickets will be available on general release from 23rd September via the Almeida Theatre Box Office.

The May Fair Hotel is also partnered with the Donmar Theatre and the BFI London Film Festival. This partnership for *The Fever* builds on the Edwardian Group London’s existing Corporate



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Partnership with the Almeida Theatre and its support of *American Psycho* A new musical thriller as
Hotel Partner.

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Dearbhla MacFadden, Director of Marketing at Edwardian Group, London is available for interview to further discuss this new partnership as well as the additional partnerships within the Edwardian Group portfolio.

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About The May Fair Hotel

There are 5 star luxury hotels, and then there is The May Fair: an icon of expressive contemporary design, bringing together boutique attention to detail with grand hotel service. A legendary luxury hotel with a glamorous past, The May Fair was first opened by King George V in 1927 and offers over 400 [luxury hotel bedrooms](#), including 12 of the capital's most memorable [hotel suites](#), a discreet [spa](#), a fine-dining [restaurant](#) and the quintessential London [Casino](#). The spirit of surrounding Mayfair is captured beautifully, especially in our destination [May Fair Bar](#), breathtaking [Crystal Room](#) and opulent [Danziger Suite](#), which between them have played host to some of London's most extravagant society events.

Visit the main website at www.themayfairhotel.co.uk, and www.themayfairsuites.com for more information on the suites collection at The May Fair Hotel.

Join us on [Facebook](#), [YouTube](#) and @TheMayFairHotel on [Twitter](#). Our latest news can also be found at www.themayfairhotel.co.uk/blog

About the Almeida Theatre

The Almeida Theatre was founded by Pierre Audi in 1980; his successors were Jonathan Kent and Ian McDiarmid in 1990, and Michael Attenborough in 2002. Productions including *Hamlet* with Ralph Fiennes in 2005, Rufus Norris' *Festen*, *Ruined* by Lynn Nottage and most recently *Chimerica* and *Ghosts* have given the theatre international renown. This year the Almeida won eight Olivier Awards including Best Actress, Best Actor in a Supporting Role, Best New Play, Best Director and Best Revival. In summer 2013, Rupert Goold joined the Almeida from Headlong as Artistic Director. His



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first production as Artistic Director was *American Psycho: A new musical thriller*. This was followed by *King Charles III* which is currently playing in the West End at the Wyndham's Theatre.

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Goold's new production of *Made in Dagenham* will open in the West End in October. He was Artistic Director of Headlong from 2005 until 2013 where his work included *The Effect*, *ENRON*, *Earthquakes in London* and *Decade*. He originally directed *The Merchant of Venice* for the Royal Shakespeare Company in 2011. Other theatre credits include *The Last Days of Judas Iscariot* at the Almeida, *Macbeth* at Chichester Festival Theatre, in the West End and on Broadway and *No Man's Land* at The Gate and in the West End. He was Associate Director at the Royal Shakespeare Company from 2009 to 2012 and was Artistic Director of Northampton Theatres from 2002 to 2005. He has twice been the recipient of the Laurence Olivier, Critics' Circle and Evening Standard Awards for Best Director. For television he has directed *Macbeth* and *Richard II* for the BBC and Neal Street Productions, the latter of which was nominated for a BAFTA. His first feature film *True Story* stars James Franco and Jonah Hill for Plan B and Fox Searchlight in New York.