



Fallon Mazurkewich
Marketing Director & Sandbox Series Artistic Associate
Globe Theatre
1801 Scarth Street
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August 11, 2009

To Whom It May Concern:

Re: Avril Biggin

I have had the distinct pleasure of working with Avril Biggin over the course of 3 months on the re-launch and rebranding of the Shumiatcher Sandbox Series, a very important campaign for Globe Theatre. Over the past couple years the work that was being produced in the Shumiatcher Sandbox Series became a launch pad for many Saskatchewan artists for the Globe Theatre main stage, national festivals, and in the case of 2007's *The Alice Nocturne*, national and international interest. It became very apparent to us that the profile of the series needed to be raised as well as a more significant brand established.

Ms. Biggin was our primary designer on the campaign. It was her unique design talent that produced the inaugural Sandbox Series season brochure and images for the newly launched and rebranded 09|10 series. Her excellent design intuition on everything from font size to paper type became something that we constantly relied on and trusted from her. Her design style on the images was so refreshing to us; she had completely re-imagined the series in a way that we were completely thrilled about, keeping in mind our vision, tone and mood for the series. We are very proud of the product she produced for us - not only will it be used in the Regina market, but also sent out nationally as well, which we are confident will make a significant mark on the Canadian theatre industry.

The real pleasure came in working with Ms. Biggin. Her diligent work ethic was essential to the creation process. If our team ended up challenging her ideas or designs, she would always meet our challenges with a smile and then completely surpass our expectations with the revised work. Very quickly, Ms. Biggin became not just a contracted designer, but a member of the Globe Theatre Sandbox Series team.

It is with great respect that I write this letter of recommendation for Ms. Biggin, and I look forward to working with her again in the future.

Regards,

Fallon Mazurkewich
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RUTH SMILLIE, ARTISTIC DIRECTOR