ICON

the SNOW QUEEN
A WOODLAND ADVENTURE

Production Information

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The Snow Queen:
A Woodland Adventure

An Icon Theatre production, co-produced with The Albany, Deptford

A New Production for Ages 3 to 8

Premiered: 2-24 December at The Albany, London

Available for Touring

Christmas 2026 – March 2027

Further Information:
https://icontheatre.org.uk/show/the-snow-queen-touring/

Trailer:
https://vimeo.com/1142530150?share=copy&fl=sv&fe=ci

Photos throughout © Roswitha Chesher

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Review Quotes, Awards & Stats

★★★★

“A perfectly child-centred, frosty and festive adventure with friendship at its warm heart.” **Everything Theatre**

★★★★

“A charming family production, full of the warm glow that people for at this time of year.” **Salterton Arts Review**

★★★★

“Writer and director Hirst’s script has just the right balance of silliness and sentiment, audience interaction and, importantly, movement breaks to ensure any restless youngsters can remain engaged.”
Fairypowered Productions

★★★★

“A glowing winter treat for the very young and for anyone still young at heart.”
Spy in the Stalls

“Without a doubt, one of the best shows of Christmas 2025.”
Number 9 Reviews

Nomination: Fringe Theatre Award
Theatre for Young Audiences (Writing & Music)

Nomination: Everything Theatre Award (Ettie)
Best Theatre for Young Audience

Audience Stats – The Albany, Deptford (2 – 24 Dec 2025)
71% first-time bookers to festive show
52% first-time bookers to venue

Vicki Amedume, Creative Director & Co-CEO, The Albany, Deptford:
“Icon’s Snow Queen has been a highlight of our festive season. The quality of the work on stage was wonderful, skilfully crafted, and delivered with real heart. What has been most rewarding is seeing how much audiences connected with it. It’s exactly the kind of shared experience we want to create at the Albany and one of our bestselling shows of recent years”

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The Snow Queen: A Woodland Adventure

A Sparkling New Show for Ages 3–8 (and their Grown-Ups!)

It's Christmas Eve in Bluebell Wood, and excitement is in the air. Gerda, the littlest mouse, is hosting a cozy sleepover with her best friend Kai — and you're invited. But something's not quite right…

A sudden chill sweeps through the trees. The mysterious Snow Queen has cast an unhappiness spell over the forest, and suddenly Kai vanishes in a flurry of snow. Gerda must set off on a daring adventure to bring him home.

Can she break the spell and save Bluebell Wood in time for Christmas? She'll need courage, kindness… and your help!

Bursting with original songs you can sing along to, enchanting puppetry, lively dance and wintery surprises, *The Snow Queen* is a heartwarming retelling of a classic tale filled with friendship, bravery and the magic of helping others.

From award-winning artistic director **Nancy Hirst** (co-creator of the cult children's *Saves Christmas* theatre series), with enchanting design by **Laura McEwen** (*Well Done Mummy Penguin*, the Albany; *The Princess and the Pea*, Unicorn Theatre), and original music by **Eamonn O'Dwyer** (*The Lion Inside*, Southbank Centre), this glittering new production is the perfect festive treat for young theatre-goers and their families.

Please note: this visual and fairytale adaptation makes the piece suitable for both festive and general wintery seasons.

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About The Show

"After a decade of creating festive shows for early years audiences for The Brook Theatre in Chatham, I am thrilled to have developed a new production in co-production with the Albany and to be taking it on the road.

For many young people, the productions that Icon Theatre have made have been their very first experience of live performance, and I take that responsibility seriously. With this show, my wish is for their first encounter with theatre to be filled with joy, imagination and belonging, and to capture the sparkle and excitement of the festive season.

My ambition for *The Snow Queen: A Woodland Adventure* was to create a participatory experience with games, songs, puppetry, dance and lively interaction that places children and their grown-ups at the heart of the story. This reimagining of Hans Christian Andersen's classic tale balances festive fun with themes of friendship, bravery and kindness.

The magical woodland worlds of snowy forests, starlit skies and icy landscapes bring the adventure to life, encouraging a love of the natural environment while filling children with a sense of wonder and possibility.

Rarely do girls lead such adventures, and in Gerda I wanted to create a fearless, curious and determined protagonist, ensuring young audiences see strength and potential reflected on stage. My hope is that this production not only delights and entertains but also inspires children to believe in their own bravery and creativity long after the performance ends."

- **Nancy Hirst, Artistic Director, Icon Theatre**

Creative Team

Writer and Director Nancy Hirst
Composer, Lyricist and Musical Director Eamonn O'Dwyer
Set and Costume Designer Laura McEwen
Movement Director Maria Ghoumrassi
Lighting Designer Callum Macdonald
Sound Designer Joseff Harris

Bradley Travis, Artistic Director, Half Moon Theatre:
"Snow Queen is a joyful and uplifting show, made with such care, attention to detail, and the target audience in mind. It's a perfect family show for any venue**."**

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Touring Details

Available for booking between
October 2026 – March 2027

Key Performance information:

- **Age guidance:** 3 to 8
- **Running time:** 53 mins, no interval
- Adaptable to non-festive period.
- A three-hander
- Includes spoken word, games song and dance
- The characters are woodland creatures, played by performers
- An updated festive version of the Hans Christian Anderson classic story

Marketing Assets

- Trailer
- Production shots
- Original layered graphic artwork
- Up to 750 A5 colour leaflets and 30 A3 colour posters. (There is a small additional cost for overprinting).

For Programmers (Upon Request)

- Full-length film of performance
- Script

Technical Information:

- **Venue configuration**: Played end-on, minimum performing area 8m x 8m. If your stage space is smaller, we are exploring a studio adaptation.
- **Get in**: 3 hours, with a pre-rig completed prior to get-in
- **Get out**: 1 hour
- **Lighting**: lighting plan supplied in advance, no specials. We will require the use of the venue lighting desk.
- **Sound**: Left and Right feed to auditorium, separate feed to Subs and SL & SR Monitors.
- **Stage Management (SM)**: we tour with a SM on book who will be the main point of contact on the ground, as well as cueing the show. A Mac with QLAB will need to be plugged into the venue system.
- **Technical staff**: we will require 2 crew for the get in, 2 crew for the get out, and 1 technical staff for running the show.
- **Dressing room**: secure dressing room large enough for 3 performers
- **Facilities**: Ironing board, hot and cold water, toilet facilities
- **Parking**: for 1 long-wheeled-based Luton Van, standard 4m in length

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Icon Theatre can Provide:

- Dedicated support towards marketing campaigns
- Dedicated support from Icon's Production Manager
- Pre-venue site visit, including box office and marketing meetings/briefings
- Creative team and cast for PR opportunities, subject to availability

Local/Schools Engagement:

- **Workshops**: a range of workshops for settings including nurseries, schools and community groups. We can tailor these to meet your requirements.
- **Resource Pack**: A Teacher Resource Pack exploring the themes in the show, including workshop ideas and lesson plans, using drama to engage with social health and emotional wellbeing (Primary) topics in the RSHE statutory guidance for KS1-2. Available free of charge.

For more details and to book the production, contact:

Jemma Robinson
Senior Producer
jemma@icontheatre.org.uk
0777 959 2431

About Icon Theatre

Established in 2002, **Icon Theatre** is an award-winning theatre company and participatory arts charity based in Kent. For over a decade, the company was co-commissioned by The Brook Theatre in Chatham to create a series of acclaimed, sell-out festive productions for early years children, becoming a much-loved local tradition.

Today, Icon is recognised nationally as a specialist in participatory theatre, placing community voices at the centre of bold, large-scale productions. Recent landmark works include *Ghost Ships*, a co-production with **ZooNation: The Kate Prince Company** and **Amina Khayyam Dance Company**, and *The Ballad of St John's Car Park*, co-created with writer **Tabby Lamb**.

From 2019–2022, Icon ran one of only five nationwide **Youth Performance Partnerships**, transforming cultural opportunities for young people in areas of low arts engagement. In 2023, Icon joined Arts Council England's **National Portfolio**, standing alongside some of the country's leading cultural organisations.

"Quite unlike anything you've seen before… irresistible" ★★★★ **Telegraph**

www.icontheatre.org.uk

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