

SHREK KIDS THE MUSICAL

Artistic Vision Summary

Creative North Star

The production should centre on the **heart and transformational journey of our hero**.

The world of *Shrek Kids* should feel:

Whimsical. Bold. Unexpected. Heartfelt. Magical. Colourful.

It should not feel disconnected or generic. There should be moments of surprise throughout the production.

The Visual World

A key visual contrast exists between **Duloc and Shrek's Swamp**.

Duloc is orderly, polished and symmetrical. It represents control, perfection and Farquaad's desire for approval. Its visual world can lean cooler in colour and more structured in form.

Shrek's Swamp is organic, textured, imperfect and warm. It should feel like wilderness—isolated, but also safe, private and comfortable. Visual ideas include overgrown or handmade structures and the existing K2K rock.

Character costumes should be **vibrant**, using rich storybook colours and strong individuality. Exaggerated, readable silhouettes can help define the fairytale characters.

Fairytale Creatures

The Fairytale Creatures belong together precisely because **none of them quite fit anywhere else**.

Their differences are what bring them together.

Their design should support each character's individual personality and story, using rich colour, distinctive silhouettes and visual variety.

Shrek's Journey

At the beginning of the story, Shrek's world is:

Isolated. Self-contained. Safe—but lonely.

By the end, it becomes:

Open. Joyful. Connected. Alive—a home transformed by belonging.

Protected Magic Moments

These are priority theatrical moments that should receive intentional creative attention and production resources.

Dragon

Dragon should create an immediate **“How did they do that?”** response from the audience.

Brian envisions a puppet approximately **6–8 feet in scale**, with movement particularly through the **wings and head**. He likes puppetry where the audience can still see the actor as part of the puppet rather than completely hiding the performer.

Lighting and atmospheric effects should help support the reveal, including exploration of **fog and red flashing light**. Dragon-specific sound should also be developed.

Fiona's Ogre Transformation

The transformation should create a feeling of:

Wonder.

The exact theatrical solution remains open for the creative team to develop.

Freak Flag

The visual language should centre on:

Fairytale + Storybook + Character Reveal

The suitcases/storybooks can represent **identity**, with different characters revealing pieces of themselves through glowing, sparkling or pop-up elements.

Ideas Brian specifically added include:

- Witch — glowing magical objects / wand
- Ugly Duckling — a cascade of feathers
- Storybooks representing identity
- Variation between glowing, sparkling and pop-up reveals

The overall progression is:

Hide → Open → Reveal → Celebrate

Design Direction

Scenic

Scenic exploration should include:

The Swamp → the journey to and from Duloc → Fiona's Castle

The scenic world should create a **wonderland of imagination and colour**.

Brian's guiding thought is that scenic design should help communicate **the world a character belongs in—or eventually comes to belong in**.

Where possible, scenic pieces should have **multiple purposes**.

Costume

Costume should communicate:

“Who I am.”

Costumes should support the individuality and identity of the characters within the colourful storybook world.

Lighting

Lighting should help distinguish the worlds.

Swamp / journeys to and from Duloc: warmer colours
Duloc: cooler blues and magenta

For Dragon, investigate **fog and red flashing light** as part of the theatrical effect.

Sound

Explore environmental and theatrical sound beyond the score, including:

Dragon sounds and **bird sounds**.

Movement

Duloc should use **synchronized ensemble movement**, reinforcing the controlled and orderly nature of Farquaad's world.

Production Priorities

Must Have:

Costumes

Would Love:

A rotating stage or rotating castle piece(s)

Only if Time / Budget Allows:

Rotating stage

Final North Star

When the audience leaves, the hope is that they have **laughed, experienced wonder and watched young people create something extraordinary**, while also feeling the heart beneath the story:

You are more than the labels placed on you. You are worthy of belonging. The world is better when you have the courage to bring your whole self into it.

The creative team is building toward a **bold, joyful, wonder-filled storybook world where imperfection becomes beautiful, individuality is celebrated, and every theatrical choice helps reveal that we are better when everyone has a place to belong.**