

National Theatre

Tuesday 25 February 2025

NATIONAL THEATRE UNVEILS NEW FILM VOICED BY OLIVIA COLMAN TO SUPPORT 'STORIES START HERE' CAMPAIGN, CELEBRATING ITS FAR-REACHING IMPACT



The National Theatre today releases a short film to support its major ***Stories Start Here*** fundraising campaign, celebrating the National Theatre's work in creating unforgettable experiences, fostering creativity, and delivering unparalleled access to the best of theatre for audiences around the world. The film is available to watch [here](#).

Made in partnership with creative communications agency **Exposure** and narrated by Oscar-winning actress and National Theatre alumnus **Olivia Colman**, the two-minute film follows a whimsical characterisation of the National Theatre building which takes viewers on a behind-the-scenes journey from the heart of the National Theatre's London home to its far-reaching influence in communities, classrooms, theatres and homes around the world.

A champion of British theatre for over 60 years, the National Theatre is a creative powerhouse located in a Grade II listed landmark building and architectural icon. It attracts the world's most exciting theatre-makers, pushing boundaries through innovative productions and artistic experimentation. The film celebrates the enduring power of storytelling and highlights the vital supporting role the National Theatre plays in offering resources, spaces, and creative talent to spark imagination, nurture talent, and inspire the world.

The film marks the one-year anniversary since the National Theatre launched its transformational fundraising campaign, ***Stories Start Here*** following a flagship capital investment of £26.4m from the UK government. The fundraising campaign, the most ambitious in the theatre's history, will raise £125m of revenue and capital funds to deliver both urgent upgrades to the National Theatre, and ensure that millions of people will continue to enjoy innovative, ambitious productions made on the South Bank, which are then shared with the world.

Central London's largest theatre factory, the National Theatre is home to hundreds of expert craftspeople and employs 2,200 people every year. The National Theatre's learning activity is delivered in every Local Authority in the UK, with 89% of State Secondary Schools signed up the NT Collection to inspire learning within the classroom. The organisation's commitment to training the next generation of theatre makers supports a strong pipeline of future creative talent with specialist skills. To date 90% of apprentices trained at the NT have gone on to be employed in the sector.

Rufus Norris, Director and Co-CEO of the National Theatre, said: *"The National is the physical and virtual meeting point where the most creative minds working in theatre today turn some of the biggest stories of our times into unforgettable experiences for audiences worldwide. Both on and beyond its stages, it is a vital space for reflection, connection, and dialogue. It is a hub to train the next generation with skills for life, and a home for artists to make their best work. This film draws attention to the broad impact of our work as a charity, and is a celebration of the diverse ways in which we continue to harness the power of theatre to inspire stories that resonate with people everywhere."*

Olivia Colman, said: *"For the past 60+ years, the National Theatre has been a showcase for brave, crazy, beautiful ideas. As a hub of creativity, the National Theatre's contribution to the world of theatre is immeasurable. I am thrilled to be the voice of the Stories Start Here film and hope everyone will watch it and see how brilliant and inspiring the NT is - on stages, screens and in classrooms around the world."*

Adam Kammin, Creative Director at Exposure, said: *“As a kid I was lucky enough to perform on stage at the National Theatre as part of one of their school’s programmes. I still remember now how in awe I was at the grandness of the building, the elaborate costumes and sets, the draw of mystery around every corner, plus the confidence it gave me to go after my dreams. Hopefully through our Stories Start Here film everyone gets a tiny glimpse of the National Theatre’s wonder.”*

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Notes to Editors

Link to images can be found [here](#).

For more information, contact Benno Rembeck, Senior Corporate Communications Manager: brembeck@nationaltheatre.org.uk

About the National Theatre

The National Theatre makes theatre that entertains and inspires using its creativity, expertise and unique reach. The National Theatre shares unforgettable stories with millions of audience members across the UK and around the world – on its own stages, on tour, in schools, on cinema screens and streaming at home.

World-leading artists make their best work at the National Theatre with the widest possible audience and impact. The National Theatre invests in talent and innovation on stage and off, taking seriously its role as the nation’s theatre. Of the new productions developed each year with a wide range of theatre companies, a third of that research and development resource is dedicated to shows staged at theatres outside London.

Through touring our work to local theatres and schools and nationwide education and community programmes, we are active in every local authority in the UK. A registered charity with deeply embedded social purpose, the National Theatre works with hundreds of schools and communities across the UK to fire imagination and inspire creativity, and to develop skills and pathways for careers in theatre.

For more information, please visit nationaltheatre.org.uk

About Exposure

Exposure is an award-winning, independent creative communications agency founded in 1993 and with over 120 creative specialists in London, New York and Paris. The fully integrated

creative agency provides some of the world's biggest brands with integral services including strategy and planning, communications, social and digital, creative, content marketing and brand events and experiences. Clients include Diet Coke, LEGO, Levi's, Nike and Samsung. Exposure is a member of The Casbah, an independent agency group delivering progressive marketing solutions, alongside Threesixty and Seen Group. For more information, please visit: <https://www.exposure.net/>