

# PENNY JONES

Stadium Theatre Producer Mass Display Choreographer/Consultant



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Penny is an internationally renowned Mass Display Choreographer, Director, Producer and Consultant

“Creative, Focused, Disciplined, Resourceful, Energized, Meticulous, Professional, Passionate, Inspired, Effective, Organized, in Control. Gracious and Fabulous.”

#### **Awards**

2003 International Toastmasters Award for Leadership and Communication for Cricket World Cup Opening Ceremony

2003 SA Tourism Chairman’s Award for Cricket World Cup Opening Ceremony

2023 Loeries Bronze for Netflix Ad

2023 Promax Award for Netflix Ad



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## Penny Jones Intro

I am a World Class expert in the area of Mass Display Choreography and Logistics. My tertiary education in Fine Arts (BA FA) from the University of Cape Town, together with my keen attention to detail and precision stemming from training internationally acclaimed award-winning Drill Teams, have resulted in exceptionally high levels of creativity and expertise, particularly in the areas of Show Design, multi-performer Mass Display Design and Charting.

My experience as an Executive Producer combined with my unique Leadership and EQ skills have led to my keen understanding of all related production departments required for the successful delivery of small to massive Stadium Shows and television adverts. This broad-based understanding allows me to provide unique value to my clients as per the agreed scope. These competencies include consulting based on in-depth knowledge and comprehension in the following areas:

- **Stakeholder Management** - Liaison with Ministries of Arts and Culture, Sponsors, City and Provincial Committees
- **Project Management** - Project Assistants, Client Services, Budgets, Funding, Project Plans, Risk Management, Supplier Contracts, Asset and Office Management, PR and Media Briefings.
- **Skills Transfer** and Local Cultural Interface.
- **Creative Team** - Theatrical, Dramaturg, Script Creation and Updates, Music/Soundscape, Design Team - Video Graphics, Set Designer, Software Designer, Script Writer, Props Design, Costumes, Hair and Make-Up, Lighting, Sound, Pyro and Special Effects Design, Segment Producers and Programme Design.
- **Protocol Department** - VIP Speeches, Flag Raising, Mass Parades, Fly Pasts and Medal Ceremonies.
- **TV Department**, Multiple Broadcast Units, Camera Rehearsals, Recommended Camera Shots, Credits List.
- **Operations General** - Health & Safety, Logistics, Performer and Technical Crew Accreditation, Catering, Transport, Travel and Accommodation, Security, Medical.
- **Operations Site Specific**: Overlays, Site Management, Plant and Equipment, Fittings and Fixtures, Structures, Freight and Handling, Rehearsal Days, Waste Management.
- **Technical Management** - Staging, Rigging, Mechanical & Engineering, CAD and 3D Plans, Aerial/Flying, Crew, Load In, Load Out, Production.
- **Technical Services** - Lighting, Pyro, Audio, Comms Loops, Data, Video, Power, Robotics, Drones, LED Programming.
- **Costume Department** - Wardrobe and Manufacture, Fittings and Alterations, Maintenance and Storage, Distribution and Collection, Hair, and Make-Up.
- **Props Department** - Manufacture, Storage and Maintenance, Distribution and Collection.
- **Cast Department** - Volunteer Cast, Volunteer Cast Co-Ordinators, Marketing, Public Authority Liaison, Media Liaison, Agreements and Contracts, Cast Data Base, Auditions, Rehearsal Bibs, Scheduling, Chaperones, Cast Care Packs and Awards
- **Cast Department** - Professional Cast, Artist Ryders, VIP Cast Care and Management
- **Audience Participation Programs** - Audience Leaders, Audience Packs, Audience Training

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- **Stage Management Department** - Stage Manager Assistants, Show Caller, Script Management, Show Cueing and Stacking Orders, Spectators, Services, Screen/s, Rehearsal Schedule, Rehearsal Preparation and Pack Up, Department Liaisons, Cast Movement Plan, Choreography Mark Out, Show Management.

With a career spanning 3 decades, I started winning Drill Team competitions in South Africa after completing a degree in Fine Arts from the University of Cape Town. My creative ability and mathematical mind led to a love for "Majorettes", and I was soon in demand for local shows and events. After the successful delivery of many mass events and television adverts in South Africa, I was awarded the contract to co-produce the 1999 All Africa Games Ceremonies. That was followed by commanding the position of Executive Producer for the ICC 2003 Cricket World Cup Ceremonies.

I chose to focus on the area of designing, producing, and consulting on international Mass Displays. I am headhunted for key global projects and have worked primarily in Africa, Middle East, and Europe.

Working as an individual, I developed a world-wide network of experts in this highly specialized field and can assist clients build an appropriate Team if required.

More recently, I added value to my clients by incorporating a unique Training Program for local Mass Display Assistants and Team Members. This ensures long-term skills transfer and education in the specialized Art of Mass Display Choreography.

I am happily married to Speaker, Author and Businessman, Ken Annandale and reside in Mauritius. Ken and I often create a joint Team when travelling, combining our unique strengths and abilities.

**"I tap into the special Power of Human Mass Display Choreography to deliver my Client's brief with creativity and flair. My years of experience in this highly specialized field gives me the advantage of being able to interpret my Client's creative vision with clarity and speed, involving all participants in an enjoyable, positive environment."**

I fell in love with Mass Display Choreography in my early 20's while studying a BA Fine Arts at the University of Cape Town. I was originally inspired by the precision and excellence of local South African School Drum Majorettes and the burgeoning Spectacle on TV of Olympic Ceremonies, as first exemplified by the Los Angeles Olympics of 1984. I trained several school teams becoming South Africa's first Professional Majorette Trainer. Armed with my creative flair and ability with Maths, I soon won every National Title in all age groups and categories. This led me to travel to Los Angeles to take part in the annual "Miss Dance Drill Team" Pageant. It was there I met Dr Kay Crawford (the mother of modern Drill Team). She encouraged me to participate in the "Drill Team World Championships" in Japan.

After winning my first International Drill Team Championship in Japan in 1994, I was invited to experience the final Dress Rehearsals of the Atlanta Olympics in the USA in 1996. Taking part as an observer and camera stand-in, I was exposed to the magnitude of the power of Human Mass Display as directed and delivered by the legendary Don Mischer and Kenny Ortega. I was hooked.

Taking my experience and vision back to South Africa, I was able to present SA's first multi-cultural

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Mass Displays for top National, International Sports events and TV Spectaculars, directly after the end of Apartheid. I was even privileged to present a private display of mixed African and Afrikaans performers at the request of the late President Nelson Mandela.

A turning point in my career was my acceptance on the elite Mass Display Choreography Team for the 2000 Sydney Olympic Ceremonies in Australia. Working as a volunteer under the Directorship of Doug Jack and the Executive Producers Ric Birch and David Atkins, I was able to learn about moving a cast of thousands. Using this knowledge, I was successful in winning the bid to produce the 2003 Cricket World Cup Opening Ceremony in Cape Town, South Africa, which according to Dr Ali Bacher, Executive Director, was an “Unqualified success and the first show of its kind in ICC Cricket World Cup history”.

After a sabbatical caring for my late Mother, I was drawn into the magical world of TV Ads using Mass Choreography with an animated twist. The first won much interest and acclaim with a series for Akbank, a Turkish Bank. Working in Europe led to other highly successful projects in a “Berkley Busby” genre which attracted interest in my work from Production Companies working in the Middle East and Africa.

In 2008 I was the Mass Display Director for the Ghana Africa Cup of Nations in Accra and in 2009-2010 I was privileged to be appointed the Mass Display Director for the spectacular celebration of the Sultan of Oman’s 40<sup>th</sup> Celebration in Muscat, where I designed a Show and Training program that was to deliver 12000 school children from 60 local schools in a 5 Scene 2 hour televised show.

My work continued with further excellence in the form of mass display components of TV Ads for Moscow and Egypt based production companies. My entry into the world of Flash-Mobs took place in the form of mass choreography of a unique Flash Card event designed by the modern Artist Job Koelwyn, in order to celebrate the 2013 reopening of the Rijksmuseum in Amsterdam.

One of my most significant projects saw the “Strength of Humanity’ being celebrated in a powerful Mass Display Ceremony for the “20<sup>th</sup> Commemoration of the Rwanda Genocide” at the Kigali Stadium in April 2014 . The vision of Hope and the ability of Humans to rise up after near devastation was portrayed in a dignified moving motif, using some 1000 local performers and Artists. This “beautifully choreographed“ pageant utilized the power of Mass Display Choreography in conveying an important message with dignity and excellence and was very well received by the International Press and Dignitaries, as well as the people of Rwanda.

In 2015 my husband and business partner Ken Annandale and I moved our international home base to the Indian Ocean Island of Mauritius. With excellent wi-fi support, we enjoy the opportunity to work with Clients all over the world, while enjoying the balance of a warm outdoor lifestyle.

My 2024 vision is to explore innovative ways of delivering and directing Mass Choreography for my Clients incorporating the best of human movement and emotion with the latest technologies. I will also continue to empower the next generation of Mass Choreography specialists through “apprenticeships” and workshops.

My Mission is to be recognized as one of the best Mass Choreography designers and Directors of the 21<sup>st</sup> Century

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#### STADIUM EVENTS/CEREMONIES/TV AD

##### **2023 50<sup>th</sup> Commemoration of the “6 October 1973 War” and the Egyptian Military Academy Graduation Ceremony**

Mass Display and Staging Director, Consultant. Incorporated Training Programme for Local Mass Display Assistants. I worked with 6000 plus military personnel, 500 Drones, 2000 LED Torches, Cavalry, spectacular Aerial Displays, Armaments and Equipment and a marching band of over 1000 members.

##### **2023 award winning Netflix TV AD “Trolleys”**

Mass Display and Staging Director, Consultant.

##### **2019 Castle TV AD**

Mass Display and Staging Director, Consultant. The TV Ad was cancelled due to Pandemic after completing 50%.

##### **2014 9<sup>th</sup> CAF African Women’s Soccer Championships Opening Ceremony in Windhoek, Namibia.**

Mass Display and Staging Director. Creative design re Costumes, props, and music. Incorporated Training Programme for local Mass Display Assistants. Show Consultant. Assistant to TV Director -calling camera shots in TV OB Van.

##### **2014 20<sup>th</sup> Commemoration of the Rwandan genocide “Shadows of Memory” in Kigali, Rwanda**

Mass Display and Staging Director, Consultant. Incorporated Training Programme for Local Mass Display Assistants.

##### **2013 Re-Opening of the Rijksmuseum, Amsterdam, Holland**

Mass Display Consultant. Design of Training Programme and final execution of event.

##### **2013 Linex TV AD, Shot in Kiev, Ukraine.**

Mass Display Director and Choreographer

##### **2013 Banque Misr TV AD, Shot in Cairo, Egypt and Bucharest, Romania**

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Mass Display Director and Choreographer

**2010 40<sup>th</sup> Anniversary of the Sultan of Oman Stadium Ceremony in Muscat, Oman**

Mass Display Consultant and Designer and original Creative Input. Designed and implemented Training programme for 12000 plus children from 60 schools. Original props, costumes, logistics and stage management templates. Incorporated Training Programme for local Mass Display Assistants.

**2010 Winter Olympics Opening Ceremony, Vancouver, Canada**

Observer of final dress rehearsals and Protocol Parade Assistant.

**2009 Final Four Consortiums Bidding for the SA Soccer World Cup Opening and Closing Ceremonies**

Co-Director of Bidding Consortium. Creative Input. Design of Training Programme and full template for delivery of Mass Display elements.

**2009 Pepsi Global TV Ad Shot in Nelspruit and Johannesburg, South Africa.**

Mass Display Director and Choreographer

**2008 Africa Cup of Nations Ghana Opening Ceremony in Accra, Ghana**

Mass Display and Staging Director plus Creative Director and Show consultant. Assistant to TV director in OB van recommending best shots for Show.

**2008 RTVE TV Ad, Shot in Barcelona, Spain.**

Mass Display Director and Choreographer

**2008 Summer Olympics Opening Ceremony, Berlin, China**

Observer of behind-the-scenes logistics and interview with Chairman of the Opening Ceremony Organizing Committee.

**2008 Bergenbier, Shot in Bucharest, Romania.**

Mass Display Director and Choreographer

**2008 Sanlam "Herds" Shot in Cape Town, South Africa.**

Mass Display Director and Choreographer

**2008 Nestle TV Ad, Shot in Bucharest, Romania.**

Mass Display Director and Choreographer

**2006 Akbank TV AD 2, Shot in Bucharest, Romania.**

Mass Display Director and Choreographer

**2006 Akbank TV AD 1, Shot in Cape Town, South Africa**

Mass Display Director and Choreographer

**2006 SA Soccer World Cup Promotional Tour in Cologne and Berlin, Germany.**

Production Manager, Assistant Show Caller.

**2006 Asian Games Opening and Closing Ceremonies and Medal Ceremonies in Doha, Qatar**

Auditor - technical assessment of finances and ROI. Report commissioned by the State Audit Bureau.

**2006 Winter Olympics Opening Ceremony, Turin, Italy**

Observer of final Dress Rehearsals and Audience Leader

**2003 ICC Cricket World Cup Opening Ceremony, Cape Town, SA**

Executive Producer, Creative Originator.

**2002 Commonwealth Games Opening and Closing Ceremony, Manchester, UK**

Observer of final Dress Rehearsals

**2002 Salt Lake City Winter Olympics Opening Ceremony, Salt Lake, USA**

Observer of final Dress Rehearsals and Audience Leader for participating Athletes.

**2000 Olympic Games in Sydney, Australia**

Opening and Closing Ceremonies.

Mass Display Choreographer Assistant

**1999 All Africa Games in Johannesburg, SA .**

Opening and Closing Ceremony and Medal Ceremonies.

Co - Producer, Creative Director, and Mass Display Staging Director

**1996 South Africa Olympic Games Bid Events, Cape Town SA - Weightlifting World Championships,**

Opening & Closing Ceremonies plus Medal Ceremonies.

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Producer, Creative Director, and Mass Display  
Staging Director

**1996 South Africa Olympic Games Bid -Final Bid  
Presentation Lausanne, Switzerland**

Dance Team Director

**1996 Fencing World Championships**, Opening &  
Closing Ceremonies plus Medal Ceremonies.

Producer, Creative Director, and Mass Display  
Staging Director

**1996 Cycling World Championships** - Opening &  
Closing Ceremonies plus Medal Ceremonies.

Producer, Creative Director, and Mass Display  
Staging Director

**1996 Atlanta Summer Olympics Opening  
Ceremony, Atlanta, USA**

Observer of final Dress Rehearsals and official  
Camera Stand In

**TV Spectaculars - South Africa**

1992 Miss World - Drill Team component

1993 Miss SA - Drill Team component

1996 MTN Gladiators - Cheerleaders

**Mass Display Spectaculars - South Africa 100+  
shows**

Castle Rugby and Soccer Events

J & B Met Events

Iwisa Soccer Events

Coca Cola Soccer Events

Mass Display Director and Creator

**1994 International Drill Team Championships**

World Champions in Flag Twirling, International Drill  
Team Championships, Nagoya, Japan.

Trainer

**1992 and 1993 Los Angeles Miss Dance Drill Team  
Events**

Participated in Annual Miss Dance Drill Team

Pageants in Los Angeles, USA

**1982 and 1993 National South African Majorette  
Championships**

All titles, All age groups between.

**Education:**

1982 BA Fine Arts University of Cape Town

Scholarships and Awards: Hugh Win-Walker  
Scholarship

1978 High School Matric Exemption Bergvleit High  
School, Cape Town

Awards: History, Art and Acting

**Languages:**

English

Conversational French

Conversational Afrikaans

Key Phrases Arabic

Key Phrases isiXhosa

**Age:**

63 years

**Health:** Excellent

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