

For immediate release  
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## ***The Importance of Being Earnest*** **A thoroughly contemporized Victorian classic**

SAINT JOHN - Saint John Theatre Company is proud to present an ultra-modern version of the Oscar Wilde classic - *The Importance of Being Earnest*.

Director Robert Moore, an English professor at the University of New Brunswick wanted to put a spin on one of his all-time favourite comedies. While *The Importance of Being Earnest* is Moore's first venture with the Saint John Theatre Company, he is quite familiar with the material. This will be Moore's fourth time directing *Earnest* and he notes "...familiarity has bred nothing but increased admiration; its wit and humour is as fresh to me today as it was when I first staged it some thirty years ago."

The high design, ultra hip version of this classic was inspired by industrial designer Karim Rashid. Moore wanted to create a new experience for audiences, combining the witty comedy of a century old classic with cutting edge design. The production will illustrate that the themes and humour in this classic remain constant throughout time and that good theatre preservers regardless of the age in which we live.

First performed in London in 1895, the play's major themes are drawn from the triviality it sees at the heart of Victorian values and customs. The play revolves around the romantic escapades of its two male leads, Jack and Algernon, played by Rob Jeffrey and Scott Thomas. Each character is in hot pursuit of a young lady which leads to a rival, not for the same girl, but for the same name: Earnest. Playwright Oscar Wilde states that the prominent theme of *Earnest* is: "that we should treat all trivial things in life very seriously and all serious things of life with a sincere and studied triviality."

"While reveling in the sheer exuberance of Wilde's wit – which will never go out of fashion – our *Earnest* is thus a modest attempt at finding the 'social possibilities' of satirizing our own age's preoccupation with the trivial", concludes Director Robert Moore.

*The Importance of Being Earnest* will play from November 25-27<sup>th</sup> at Imperial Theatre. Tickets are available at Imperial Theatre box office: 674-4100 or 1-800-323-7469. Season subscriptions are also still available at Imperial Theatre box office.

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