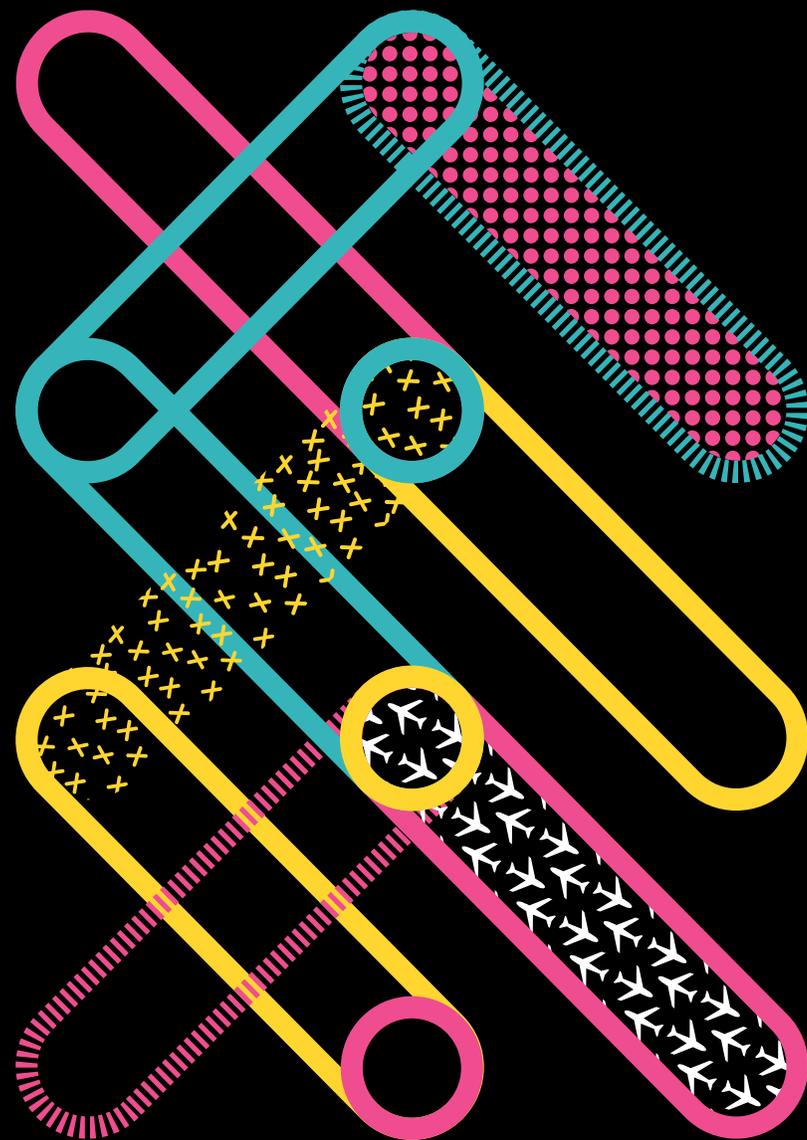


**HaHaHa ImPro Theater**  
The First Professional Improv Group in Bulgaria

# Services

# 2018/2019



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# Who we are

HaHaHa ImPro Theater is the first professional improv group in Bulgaria. First, and foremost, we believe that our work is a craft. There is no content, nor artistic statement to be found in our show, there is only an excessive desire for fun.

HaHaHa ImPro was established on 5.06.2009, had its first public performance on 19.12.2009, and today has had over 300 shows on stages such as Slavianska Beseda, Modern Theatre, Graphite gallery – Varna, Tears and Laughter Theater, Mixtape 5 Club, National Assembly Square, The Archaeological Museum of Varna and Vlaykova Cinema Hall. We've played in Sofia, Plovdiv, Varna, Vidin, Stara Zagora, Lovech, Blagoevgrad; and abroad in Paris, Berlin, Luxembourg, Brussels and Vienna.

We have participated in International Theatre Festival Varna Summer, TEDxBG, Gorichka, Buskers Play In, Rzhana, Sofia Breathes, Airheads and Beglika Festival.

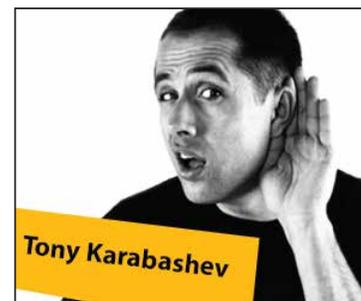
We've performed at corporate events for Nestle, Kraft Foods, HP, Goodyear Dunlop, GlaxoSmithKline, MSD - Bulgaria, Lidl, Nemetschek, Eyeworx, Saatchi and Saatchi, Mall Bulgaria, Mall Serdika, Philips, Sterling Office and Sandvik.

In 2010 HaHaHa ImPro started offering an improv program for amateurs that has led to several spin-off groups, which have also begun performing publicly.

Since 2014 we have been actively collaborating with Casper Shelbred (Denmark / France) to exchange best practices and create multi-genre projects, successfully blending contemporary clowning and improvisational theater.



# Team:



# What we do

We regularly host **short form** shows in Sofia, Plovdiv and Varna. In this format the actor's skill is regarded as sport – speed of thought, exchange and partnership are the essence of the game and form the foundation, whereas genre and atmosphere simply add flavor. While success is appreciated, failure is pure entertainment.

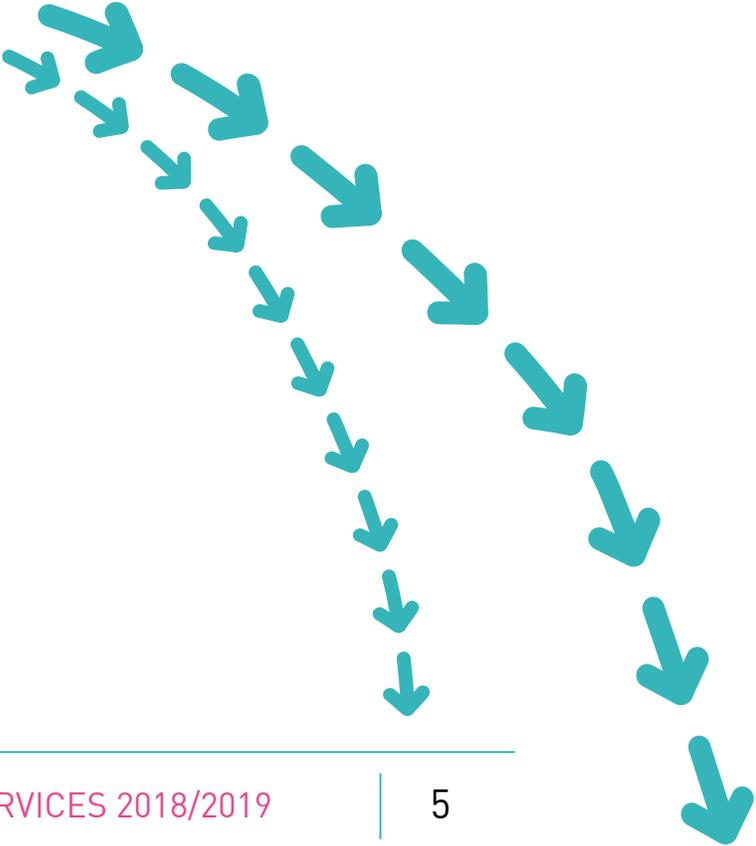
Additionally, we present **long form** performances which are more elaborate and ephemeral. Here, the actors work with the development and flow of the whole piece, playing to create various sensations for the audience. Imagine an improvised movie.

We have a great interest in developing new formats and tools, as well as in searching for ways to integrate other arts and mediums. We've created a pilot radio show, a whole pile of short videos, a slapstick performance, a flash mob, a unique teambuilding-brainstorming session, and who knows what other **extravagant productions** will come next?



# What we offer

In our rather short history, HaHaHa ImPro has frequently worked for corporate clients, and not only as part of entertainment programs or advertisements. We're always ready to step out of the comfort of playing for our regular audience and to challenge ourselves by developing a specific show that meets our client's needs. We hereby present our products in seven abstract categories:



## Corporate Show

A show, that will only happen once, and solely for you. Suitable for any kind of event, 'Corporate Improv' has been performed many times, in all sorts of places. With so much improv experience, you gotta see it to believe it.

## Flash mob

Flash mob event? Been there, done that. Do it again.

## Team building

In the West, improv has been a long standing tool for team-building trainings. We have seen that in the right circumstances, that in the right atmosphere, every average Georgy can present himself in a different light. This ain't our first rodeo.

## Outsourced creative

Need an offbeat idea, fresh juice, more chocolate? Allrighty, we're ready! Let's work together on your new marketing campaign. Let's talk goals!

## Special event

Looking for an extraordinary idea? Like how to step out of the everyday, or figure out how the hell to make that next event a hit? We can help, from conception to realization of unique events.

## Something else?

Something like...? Anything else? We want that too! Let's conceive it.



# Testimonials:

Extraordinary professionals, quick thinking, excellent performance, good results. So much our team discovered together with the actors from HaHaHa ImPro. Thank you for bringing the necessary hint of laughter into our serious workplace. We were inspired, we worked outside the frame, always in a team – we made the guests of the Titanic hear the wonderful performance of Mozart, which attracted a large blue whale to save everybody on the ship.

We've missed the international Finnish expert, but hopefully next time we will be able to include him live.

The team of GSK Bulgaria



Vision, spontaneity, professional performance – these are just a few of the highlights of the work of HaHaHa ImPro Theater, is the least to be expected with them behind the scenes. HaHaHa ImPro Theater has earned our full confidence.

Danadzha Sunnah, a Communication Ltd



It is hard for me to express how grateful and happy and touched we were by the gift you gave to the children of SUPTS “Knyaz Boris I”! It was an amazing experience! Your gesture was so kind and humane, that it filled us with great joy and fulfillment. And you blew our minds!

Velina, Yavor, Assen, Alex - Association “Heart Alert”



# Press:

## Science of Laughter

Packed halls four times a month. Audiences all in laughter. Interactive show with no script. Actors, unknown to mass audience. No PR or marketing strategy, except one – do what you do best and an audience alone will find you. Perhaps we wouldn't have believed this could be possible in Sofia, unless we had seen it with our own eyes.

"The program," Elena Peneva



„Гледали сме ги и на открито, но от ноември вече си имат собствена сцена ... Видяхме дебютното им представление там и се веселихме от сърце – бяхме малко като в детската градина или като на един от онези купони, където бориш скуката с игри на филмови асоциации. Никога не знаеш накъде ще тръгнат скечовете им – все пак говорим за импровизация, а някои от тях са си убийствено смешни като криминалната история „професия-място-причина за смъртта“ и този, в който говорят един вместо друг.

Има и някои по-скучни, които сякаш се точат безкрайно във времето (като по-голямата част от закачките с публиката), но лошо няма – все пак ХаХаХа Импро още не са излезли от първите седем и засега май са ни единствени...”

София Live, 19 декември 2011



HaHaHa ImPro Theater - outside the drama frame, in funny game situations and improvisations. With loyal audience and a full hall, every week a team of young actors successfully integrates the model of the American improvisational theater in Bulgarian context. They tell stories instigated by the audience through a series of game situations. The result – everybody's having fun.

[Dnes.BG, Survey 2010](#)



If you have not yet heard of HaHaHa ImPro Theater, probably during the past two years you have been:

- A deaf-mute seller of baklava in Jakarta
- An eskimo in a time machine
- Little Muck dealing with Indiana Jones' pickaxe
- An invisible fox
- In the toilet and had a problem with your pepper-roasting machine.

If you have heard of this phenomenon, but still – you have not been a witness, then perhaps you:

- Hate theater and tricked by the name, you think it is about theater,
- You love theater, and tricked by name, you think it is not about theater,
- Think nowadays laughter is a manifestation of bad manners,
- Have a really serious problem with your pepper-roasting machine.

[Edno.bg Veselin Trandov](#)



Improv is good for your heart, body and mind.

It sharpens your perceptions and respect.

It is about playing, following, leading, letting go and fooling around.

Improv charges you with energy, makes you feel good and makes you smart (eventually).



Влучко  
cue  
Супер