

AN ALTERNATIVE FACTS PRODUCTION

*alternative
facts*

SINCERE APOLOGIES

BY DAN KOOP, JAMIE LEWIS & DAVID WILLIAMS

BASED ON AN ORIGINAL CONCEPT BY ROSLYN OADES & DAVID WILLIAMS

Photographer: Lucy Parakhina



“The genius of Sincere Apologies is hidden beneath ... Like an iceberg, its emotive and intellectual mass floats unseen but not unfelt beneath the surface. Through a communal act of collective theatre-making... the audience are the experience – our participation makes the magic happen. Sincere Apologies is playfully philosophical and subtly sincere; a compelling reflection on why the simple word ‘sorry’ is so easy yet so hard to say – especially when you really mean it. “

Richard Watts, [ArtsHub](#)

CARD 36. Email received, 29 February 2020

Hi Jamie,

I'm very sorry about this, I have misunderstood which form you need to sign. The combination of complex and convoluted information and my dyslexia has gotten the better of me once again.

I just received an email from the courts saying that you need to sign the attached document as proof of service. You don't need to have it witnessed. Please fill out sections B and C only. Email me back a scan and I'll do the rest. As it's within the 28 day lead up, I'm having to apply for an adjournment. I'm not sure at this point as to whether or not this will incur further expenses. I'll let you know when I find out the new date. Apologies again, hopefully this will put everything in order and be the end of it.

mic Lewis' now ex-husband on finalising divorce papers



PLEASE PASS ME
AROUND THE CIRCLE
UNTIL THE MUSIC STOPS.
AFTER THE MUSIC STOPS,
PLEASE OPEN ME

“Strangers stumble over words, laugh nervously, or surprisingly choke up. You start to listen differently, not as a spectator, but as part of a temporary community bound by confession.

As the reading unfolds, you find yourself unexpectedly drawn in, paying attention not only to the words themselves, but to the way they are spoken. Stripped of power, fame, and PR polish, these words take on new meanings. When random people speak them, they can come across as absurd, hollow, or even heartbreaking and genuine. ... A carefully crafted score heightens the work, as subtle sound effects and rhythmic pulses heighten particular instances, building a hypnotic rhythm that pulls the audience into this collective act of reckoning.

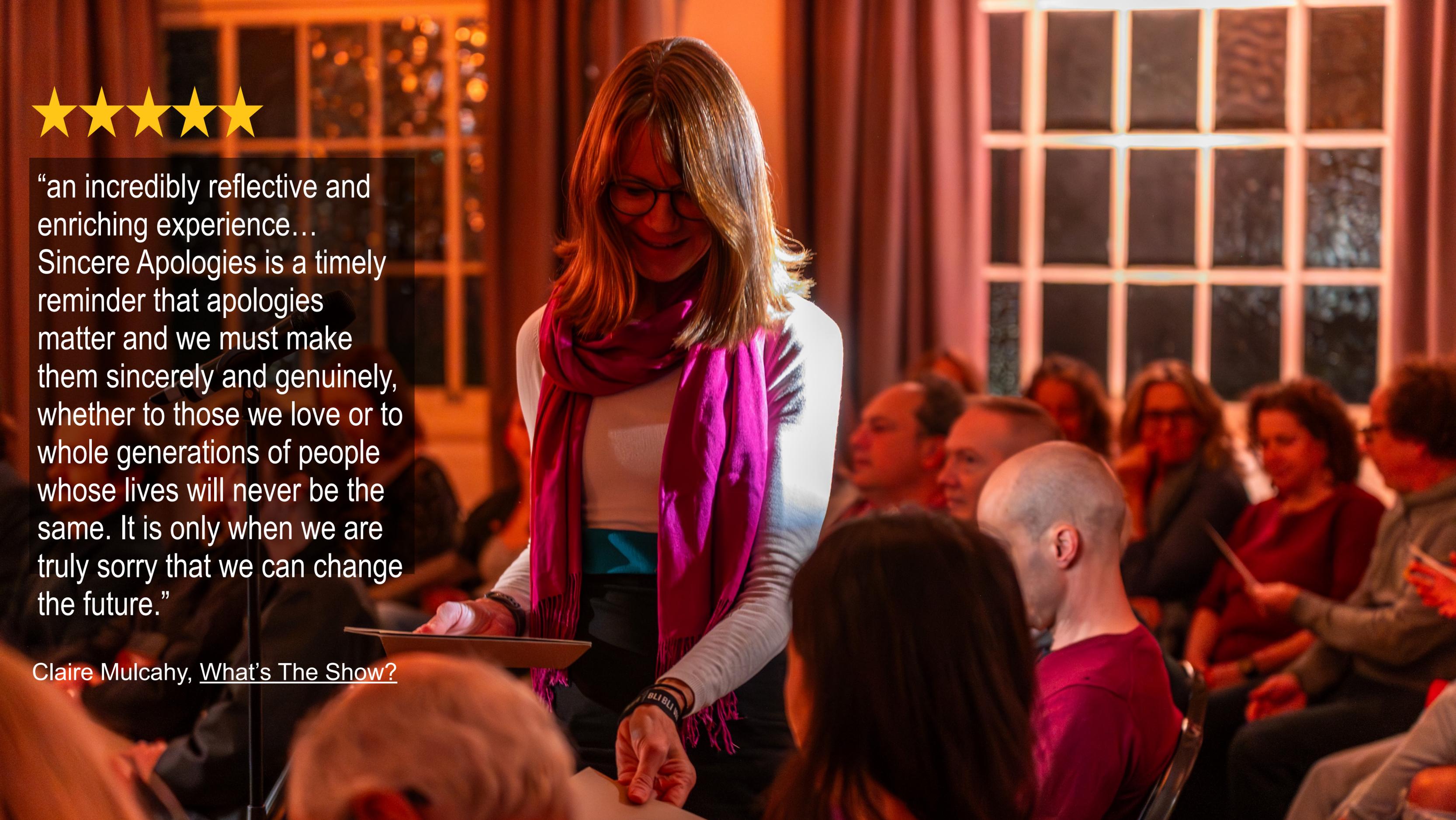
By the end, this experience is strangely moving. There’s humour and absurdity, yes, but there is a weight to hearing the people in the room attempt to make things right. It’s exhausting and cathartic, and a reminder that “sorry” is both universal and endlessly complicated.”

Myron My, [My Melbourne Arts](#)



“an incredibly reflective and enriching experience... Sincere Apologies is a timely reminder that apologies matter and we must make them sincerely and genuinely, whether to those we love or to whole generations of people whose lives will never be the same. It is only when we are truly sorry that we can change the future.”

Claire Mulcahy, [What's The Show?](#)





“The expressions of regret in Alternative Facts’ production of Sincere Apologies cover a wide spectrum of human activity, from everyday domestic mishaps to very serious world-wide problems. They reveal human nature in its most ironical, sometimes self-deluded, and occasionally humorous guise. All in all, it is an interesting, entertaining and thought-provoking compilation.”

Yvonne Hocothee, [South Sydney Herald](#)



“not just a performance, but a gently unsettling mirror held up to our collective conscience, asking each of us: What does it truly mean to be sorry? ... more than anything, the experience reminded me of the profound tenderness at the heart of being human. To apologise sincerely is to acknowledge our capacity to hurt and be hurt, to recognise our shared frailty, and to reach, however imperfectly, toward forgiveness. In a world that often feels fractured by indifference or pride, Sincere Apologies was a timely and moving reminder that we owe each other more than just words. We owe each other honesty, empathy, and the courage to make amends. Only then, perhaps, can we begin to heal together.”

Olivia Langton, [On The House!](#)



‘Sincere Apologies’ is a fantastic exploration of what it means to apologise. The collection highlights the extreme contrast between apologies that are heartfelt and genuine and those that are clearly PR exercises designed to manage reputation and absolve guilt, encouraging the audience to ask questions around what it means to truly apologise.... What does the word ‘sorry’ mean to us? This innovative theatre piece makes it brilliantly clear: there isn’t one simple idea. It is a multi-faceted word, capable of carrying the weight of history, the intimacy of personal failure, and the absurdity of a public relations mishap.”

Matt Bell, [Standing Inn-Ovation](#)

A man with a shaved head and glasses, wearing a grey hoodie, is speaking into a microphone. He is holding a small, light-colored rectangular object in his hands. He is standing in front of a dark background. In the foreground, the backs of several audience members' heads are visible, showing they are seated and listening. The lighting is focused on the speaker, with the audience in relative shadow.

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