

PRESS INFORMATION

SHOW ME – Glamour is back

**World premiere on 18 October – largest production budget in the house's history
– Christian Lacroix is designing the costumes for the opening and the finale**

Berlin, 24 May 2012

On 18 October, *SHOW ME*, the show with the biggest production budget to date, is celebrating its world premiere at Friedrichstadt-Palast in Berlin. At today's press brunch, Dr. Berndt Schmidt, the managing director of the theatre at Friedrichstrasse 107 who is also the new show's producer, introduced the creative team behind it, explained the idea behind the show, and offered a first glimpse into the show's costumes and huge stage sets.

Busby Berkeley, the phenomenal Hollywood producer who made history with his choreographies and geometric shapes formed by showgirls; Florenz Ziegfeld, the legendary Broadway producer who became world famous for his "Ziegfeld Follies"; and Esther Williams, the first one to transport dance choreographies from the stage floor to the weightlessness of space and water – these are the trendsetting icons of show revue history. And this fall, the show's two creators and directors, Jürgen Nass and Roland Welke, will transform the creative principles behind these legendary ideas, giving them a contemporary twist.

At their time, Ziegfeld, Berkeley and Williams were very modern and well ahead of their time. And in terms of aesthetics, music and technology, 'your new show' is also fully a product of the year 2012.

"With over 100 performers, *SHOW ME* will be the biggest long-running show worldwide – and to date our most elaborate one," says managing director and producer, Dr. Berndt Schmidt. It is also the theatre's most expensive production. With production costs amounting to over €9 million, *SHOW ME* will be €1 million more expensive than *Yma*, the show that is running until 21 July. "The driving force in show business is to make everything faster, greater, better. That costs, but guests do appreciate it." In *Yma* (premiere: 2010), the theatre also invested much more than ever before. The result: Compared to the previous show *Qi* (premiere: 2008), *Yma* had 30 percent more visitors and sales revenues increased by 50 percent. Dr. Berndt Schmidt adds: "A bigger budget, more sensational than ever, and more successful than ever – let's cross our fingers that this also comes true for *SHOW ME*." There is a good chance that it will. "*SHOW ME* will outshine everything that Friedrichstadt-Palast has ever put on stage," gushes creative director, author and director Roland Welke. "We always need to surprise our viewers anew and reinvent ourselves and our genre. *SHOW ME* is our latest response to this challenge."

'Glamour is back': for us that means that splendour, excess, and the opportunity to indulge and revel in beauty are back. There hasn't been this much splendour for a long time.

The legendary Parisian haute couture designer, Christian Lacroix, is designing the spectacular costumes for the opening and the finale. With extravagant, generous costume designs, designers Uta Loher and Conny Lüders have created a gorgeous feast for the eyes. More than 500 costumes are being made, including luxurious show

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Friedrichstadt-Palast
Europe's Show Palace

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In the East End Theatre District

Artistic/Managing Director:
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Chairman of the Board:
State Secretary of Culture
André Schmitz

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couture dresses, embroidered with thousands of glittering stones and rose petals that first emerge in the spotlight.

With the show's two authors Nass/Welke, Joe Atkins and John Stillwell designed a stage set that is huge, even for the Palace. The first row even 'has to move' and for the first time in the theatre's history, spectators will be able to take a seat right in the middle of the action. Lining the side walls and taking up the empty space on each side of the stage, the 'show deck' features 36 centre-stage seats on the forestage. A gigantic waterfall that cascades down from a height of 15 meters will not only be an impressive experience because of the background sounds it provides, but lasers will bring millions of sparkling crystals to light. Stage sets with sand and bubble pillars that are meters high will create stage moments that are bound to take your breath away.

Musically, viewer's ears will be treated to hits, including En Vogue's powerful 'Whatta Man,' Christina Aguilera's romantic 'Beautiful,' Snow Patrol's goose-bump ballad 'Chasing Cars' and Annie Lennox' hymn 'There Must Be An Angel' and also to compositions written by Daniel Behrens or Anja Krabbe, who already gave the audience goose-bumps with her ballad 'Snowflakes Are Falling' at the Christmas show *berlin ILLUMINATED*.

In terms of choreography, new ground is being tread. Twelve choreographers are inspiring and bringing out the wide variety of talents that can be found in the show's ballet company, which with 40 female dancers and 20 male dancers is the biggest one in the world. They include Natricia Bernard, who already showed Katy Perry and Justin Timberlake the right moves and Ronald Savkovic, also known as the first solo dancer in the Berlin State Ballet. Nikeata Thompson is currently working with the ballet and passing her styles on to the dancers. Before that, she choreographed Lena Meyer-Landrut's performance at the 2011 Eurovision Song Contest. Nikeata Thompson also worked with Culcha Candela, Peter Fox and Jan Delay.

What does the show's name mean? *SHOW ME* has a double meaning. From the artist's perspective, it means "show myself" or "present myself" – and that means all the wonderful facets of the more than 100 artists. From our guests' perspective, *SHOW ME* is a type of flirty, demanding cry, a "Show it to me" (surprise me, excite me, seduce me).

Berlin's newest gem celebrates its world premiere on 18 October (previews start on 2 October). Then, until about mid-2014, the word is *SHOW ME*. Glamour is back.

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