

PRESS INFORMATION

2013 half-year results: Friedrichstadt-Palast on course to break records thanks to SHOW ME

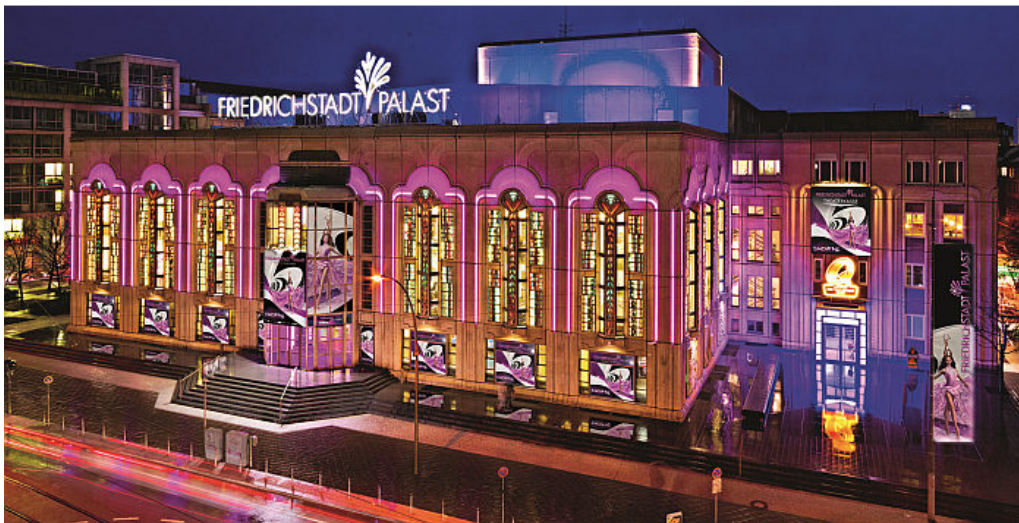
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Friedrichstadt-Palast radiant – with glowing results in the first half of 2013 (photo: Friedrichstadt-Palast / Götz Schleser)

Sales reach EUR 13 million in the first half-year (+35 percent) / over 90 percent attendance rate / more than a quarter of a million paying visitors in six months

The Friedrichstadt-Palast theatre reports remarkably high rates of growth in the first six months of 2013. At the end of the first half-year, Europe's largest and most contemporary Show Palace is on course to reach new all-time highs for the relevant indicators – attendance and sales – for the year as a whole.

Half-year ticket sales totalled EUR 13,002,294 (first half of 2012: EUR 9,605,777), a 35 percent increase. 254,192 tickets sold (first half of 2012: 216,661) resulted in an attendance rate of 90.9 percent (first half of 2012: 76.8 percent), a rise of 14 percentage points. On average, nearly 1,720 visitors saw each show.

Attendance rates of more than 90 percent in the first six months (normally the "quieter" half of the year) have not been seen at the largest theatre in Berlin – with 1,895 seats – for twelve years. These figures do not include complimentary tickets or guest performances. Due to the enormous demand for SHOW ME tickets, ten extra shows were scheduled to increase availability by nearly 19,000 seats. For comparison, in 2007 there were only 135,000 show-goers in the first half-year.

Just nine months following its premiere in October 2012, 400,236 paying visitors have now seen SHOW ME. This is an increase of 15.6 percent compared to the previous production, Yma, which attracted 62,288 fewer patrons in the same period.

Friedrichstadt-Palast
Europe's Show Palace
Friedrichstrasse 107
10117 Berlin – Mitte
In the East End Theatre District

General Director:
Dr. Berndt Schmidt

Chairman of the Board:
State Secretary of Culture
André Schmitz

 **Berlin** Owned by the
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The children's show by the multiple award-winning Young Ensemble was also extremely popular and highly acclaimed. 'Something Quite Different' achieved full attendance of 99.4 percent (not including complimentary tickets). The concept of children performing for children on this scale is unique in the world, and dates back to 1945.

Outlook: the second half of 2013 also promises some great performances in the East End theatre district. After the summer break, the hit production SHOW ME returned last Friday, 2 August, with the cast now including London-born Koffi Missah as the leading male solo singer along with Nedime Ince (Germany/Turkey) and Carmen Danen (Netherlands) as new female solo singers.

'berlin ERLEUCHTET' will once again light up Friedrichstrasse 107 in the dark winter months from 7 November 2013 to 2 February 2014. When it first ran in 2011, demand for tickets was so high that they were nearly all sold out by the time of the premiere. So this year the show will illuminate Berlin for a few weeks longer, with a magical Christmas edition in December and a winter edition in November and January. Whether the winter or Christmas edition, for the finale the world's largest theatre stage and whole great hall with its audience of nearly 2,000 are submerged under a breathtaking flurry of white paper snow.

On Saturday, 30 November, the Young Ensemble celebrates the premiere of its lavish new production 'Keinschneechaos. In Europe's largest and most magnificent children's show, Ferdinand and Emil go in search of the vanished snow in the valley of fluffy pink rabbits. In September, Friedrichstadt-Palast is holding a children's press conference for the first time.

More detailed information about the Friedrichstadt-Palast theatre is available at www.show-palace.eu

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