

PRESS RELEASE

## Advance bookings for THE WYLD already surpass all previous figures at the Palast

Berlin, 12 September 2014



Aliens landing | Photo: Tamás Hári

25 days before the first preview on 7 October, and 41 days before the world premiere on 23 October, 75,000 tickets for the ultra-modern 10.6 million euro Grand Show have now been sold or reserved. That's more than ever before at such an early stage. "Some things we will never take for granted, and this nice warm feeling – of gratitude too – is one of them. We have been through different times, and we really appreciate this show of trust," says theatre director Dr. Berndt Schmidt.

Alterations to the giant stage, with its visually stunning architecture, began immediately after the final performance on 19 July. Jürgen Schmidt-André is designing the futuristic stage sets. A Berliner with conceptual flair for great stage moments, he has received multiple nominations for the German Television Awards (*Deutscher Fernsehpreis*) in the 'best décor and costumes' category, as well as for the German Design Awards (*Designpreis der Bundesrepublik Deutschland*). Parisian motion designer Marc Vidal is producing the video installations. With creative lighting by French designer Alain Lonchamp, the stage sets, video and lighting together form a breathtaking work of art.

Stage-hands at Germany's best-known entertainment theatre had just four weeks to complete the conversions, as the first dance and singing rehearsals began in August. It took 28 forty-ton trucks, each with a 13.5-metre load floor, to deliver the individual stage segments. Movable stage portals with built-in lights allow flexible partitioning of

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Friedrichstadt-Palast  
Europe's Show Palace

Friedrichstrasse 107  
10117 Berlin-Mitte  
In the East End Theatre District

Theatre Director/General Director:  
Dr. Berndt Schmidt

Chairman of the Supervisory Board:  
Tim Renner, Permanent Secretary for  
Cultural Affairs



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the stage for versatility. Then there is the highly innovative and impressive show stairway – the 'Magic Stairs' – with 50 individually height-adjustable steps.

Ten choreographers are working with the 60 classically trained dancers of the world's largest standing show-ballet company. They are perfecting a total of 22 choreographies under the attentive eyes of ballet director Alexandra Georgieva. The dance coaches also include American choreographer Brian Friedman, who has worked with global stars such as Beyoncé, Mariah Carey, Cher and Britney Spears. He made a name for himself as a panellist on the British version of 'The X Factor', and is currently the creative director on 'America's Got Talent'. "I have never seen a theatre company of such quality and radiant charm. Berlin is just made for this show, and it genuinely transported me into the 'wylerness'. It's going to be great," Friedman enthuses about the internationally acclaimed company.

The Palast's costume department together with external studios in Paris, Hamburg and other cities is producing more than 500 bespoke handmade costumes for the performers. Celebrated all-rounder Manfred Thierry Mugler (director, designer, photographer and perfume maker) is writing and directing the new Grand Show in collaboration with Roland Welke, one of Europe's most successful show creators. Mugler is being assisted with the costumes by Italian fashion designer and illustrator Stefano Canulli, who previously created costumes with Mugler for the Cirque du Soleil show 'Zumanity' in Las Vegas. As with all great audience hits since 2008, THE WYLD is produced by Dr. Berndt Schmidt.

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