

PRESS RELEASE

THE WYLD lifts off: Berlin celebrates world premiere of new Grand Show at Friedrichstadt-Palast

Berlin, 23 October 2014

The most expensive show production outside Las Vegas celebrated its world premiere with 20-minute standing ovations from an audience of nearly 2,000. Advance sales have beaten all previous records, with more than 130,000 tickets sold or reserved prior to the premiere. Now, every night, more than one hundred dancers from 28 nations will line up on the largest theatre stage in the world. And real aliens.

Show-goers (who on average for the year comprise around 40 percent Berliners, 45 percent visitors to Berlin from Germany and 15 percent international guests, average age 38.9) have given an enormous vote of confidence. Up until the evening of the premiere, 130,948 tickets had been sold or reserved for this ultra-modern Grand Show in the East End Theatre District. 'This string of records is starting to seem incredible, but at the same time it's an incredible relief. Ultimately any premiere is a risk with huge upfront investments. We only get one chance, and that has to keep our theatre going for up to two years,' explains theatre director Dr. Berndt Schmidt, producer of THE WYLD and all great audience hits since 2008. Under his stewardship, ticket revenues more than doubled between 2008 and 2013. In 2013, the Palast set a post-reunification record by attracting more than half a million visitors. Berndt Schmidt combined in-house and sponsorship funding to assemble the biggest production budget in the theatre's 95-year history, at 10.6 million euros.

In THE WYLD, aliens land in Berlin and Nefertiti, Berlin's most famous inhabitant (and the world's first supermodel) is their queen of the night. Her name means 'the beautiful one has come' (from out of this world?) and one of her royal titles is 'Great One of the Palace'. As foretold by the Ancient Egyptians 3,400 years ago, Nefertiti now dances in her palace with her fantastic futuristic crowd.

Premiere guests at Germany's best-known entertainment theatre received Berlin's new celestial phenomenon with seemingly never ending applause and standing ovations. They included numerous celebrities such as fashion designer Guido Maria Kretschmer: 'Wow, what a show: authentic, exciting, passionate and agreeably wacky. A must for every stage fan,' enthused Kretschmer, for whom – as for Inka Bause, Axel Bosse, Gabi Decker, Oliver Kalkofe, Fiona Erdmann, Thomas Hermanns, Wolfgang Joop, Wolfgang Lippert, Michael Michalsky and Jana Pallaske – the evening was an unmissable event.

Berlin's Governing Mayor Klaus Wowereit was impressed: 'Once again, it was truly magical and everything was just perfect. The Palast gets better every time. The interplay

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FriedrichstadtPalast
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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of lighting, orchestration, choreography, stage design, dancing and circus acts was magnificent.' 'The beautiful one has come and all eyes were on her,' says an evidently surprised Katja Flint, referring to the guarded master copy of Nefertiti on display in the foyer of the Palast, on loan from Staatliche Museen zu Berlin for one night.

Michael Müller, Mayor and Senator for Urban Development and the Environment, added: 'Brilliant, fast-paced and colourful. I was totally awestruck.' Frank Henkel, Mayor and Senator for Internal Affairs and Sport, was also blown away: 'The Palast is an absolute jewel of the city. It's the perfect match for Berlin. And of course the attendance figures really speak for themselves.' Tim Renner, State Secretary for Cultural Affairs: 'It was a visually very powerful show. And it was good to see Tiefschwarz again. I particularly enjoyed the circus acts – it was an edge-of-your-seat experience! These were great images of Berlin and something that sticks with you.'

Actor Jimi Blue Ochsenknecht: 'For me the most impressive show I have ever seen. With this gigantic stage party and all these beautiful ladies, I could have joined in too!' Singer Marianne Rosenberg: 'A superlative show. Sensationally fine dancing. Here I'll stay.' Make-up artist Boris Entrup got his best 'space suit' out and reserved special praise for the ballet ensemble: 'These amazing scenes and outstanding dance performances were an incredible spectacle.'

Ten choreographers, including such industry greats as Itzik Galili and Brian Friedman, worked with the 60 classically trained dancers of the world's largest standing show-ballet company. They have perfected a total of 22 choreographies under the attentive eyes of ballet director Alexandra Georgieva.

The Palast's costume department together with external studios in Paris, Hamburg and other cities produced more than 500 bespoke handmade costumes for the performers. Haute couture for the stage – à la Mugler. Avant-garde all-rounder Manfred Thierry Mugler (director, designer, photographer and perfume maker), internationally renowned for his 'Thierry Mugler' fashion and perfume label, is also the writer and director of THE WYLD in collaboration with Roland Welke, one of Europe's most successful show creators.

'To me, THE WYLD represents all the energy of Berlin. Creative freedom reigns in Berlin, it's a very intense city. I wanted to create a homage to the joie-de-vivre that you feel in Berlin, and bring all this together on the stage. I think THE WYLD is the ideal live show for celebrating this energy,' says Mugler. For the costume designs, Mugler was assisted by Italian fashion designer and illustrator Stefano Canulli. He designed costumes with Mugler back in 2003 for the Cirque du Soleil show Zumanity in Las Vegas. 'I hope and firmly believe that all the energy we've put into this project over the last two years will burst forth from the stage, filling the theatre and impressing the audience,' adds Roland Welke.

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'Berlin can do Vegas too! THE WYLD is one of the wildest and most imaginative shows ever staged in Berlin. Something for everyone – especially international visitors,' is how Burkhard Kieker, managing director of visitBerlin, puts it. From now until mid-2016, it's: THE WYLD – Out of this world. Tickets are available by phone on +49 30 2326 2326 or via www.palast-berlin.eu.

Fee-free photo material for media representatives: Show photos and photo material from today's world premiere will be available from tonight in the press area at www.palast-berlin.eu/de/presse/bildmaterial-logos/the-wyld/. Photos may be used free of charge as long as they are credited appropriately.

Rights-free actuality audio material for radio broadcasters: Rights-free actuality audio material will be available at www.all4radio.de within the next three hours. On the website, click on 'Download' in the top-right corner and then enter your station name and password 'audio'. In the summary list, click on 'Info' next to the relevant item.

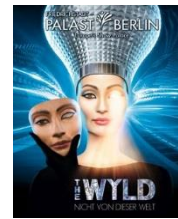
We would appreciate if you would send us a copy of the article after it is published or a recording of the programme after it is broadcast, to presse@palast-berlin.eu.

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