

PRESS INFORMATION

Merci, Jean Paul GAULTIER! THE ONE Grand Show to close on 5 July – with new record numbers of guests, capacity utilisation and revenue.

Berlin, 26 May 2018



The dimensions of THE ONE Grand Show are simply astounding: more than 100 artists on the world's biggest theatre stage, a production budget of over €11 million, the most lavish show in Europe. Photo: AFP / Tobias Schwarz

New highs: for the first time in the Friedrichstadt-Palast's 98-year history, more than 800,000 people came to see a production. THE ONE Grand Show also broke all previous records for ticket sales and capacity utilisation. In one month's time, the show will bid farewell to the world's biggest theatre stage.

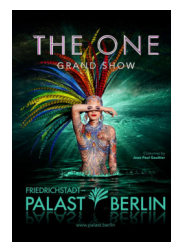
By the dernière on 5 July, more than 804,000 guests (excluding free tickets) will have seen the brilliantly artistic show featuring extravagant costumes by Jean Paul GAULTIER, the world star of Parisian haute couture. With ticket revenue of €44.1 million and total capacity utilisation of 86 per cent, impressive new records were set during the show's two-year runtime. Every evening, an average of

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Friedrichstadt-Palast Berlin

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Germany

General Director:
Dr. Berndt Schmidt

Chairman of the Supervisory Board:
Dr. Klaus Lederer
Senator for Culture and Europe

The Friedrichstadt-Palast is owned
by the City of Berlin.



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1,634 guests watched the show during the total of 491 performances staged between September 2016 and July 2018.

Jean Paul GAULTIER fulfilled a lifelong dream with THE ONE Grand Show: "My creations have been brought to life in the most fantastical way." Both the guests and the media were amazed by the poetic scenes and the style icon's quirky costumes that will never be seen again in such splendour or dimensions.

The international press were also impressed: the New York Times raved about "Gaultier's fantastical imagination", while the Guardian wrote of "an ecstatic and poetic dreamworld". For i-D Magazine, THE ONE Grand Show was "sparkling, glamorous and eccentric [...] It seems as though Gaultier has been waiting his whole life for this moment". On the major online review portals, guest satisfaction reached an outstanding 94–96 per cent.

Air Berlin's bankruptcy began affecting visitor numbers from September 2017, with the full force being felt when all flight operations ceased at the end of October: according to internal comparative calculations, the bankruptcy cost Berlin's most visited theatre at least 15,000 visitors and €1 million in ticket revenue. Despite this tourism setback, THE ONE Grand Show has since become the theatre's most successful production yet and overtaken its predecessor THE WYLD in terms of the visitor numbers (776,451 – 27,550 more), capacity utilisation (83 per cent – a plus of three per cent) and ticket revenue (€40.8 million – an increase of €3.3 million).

This is now the fifth production since the 2008 premiere of Qi for which General Director and Producer Dr. Berndt Schmidt is responsible to break new records: "Every new record is the result of everyone's hard work and passion, but also good fortune. After five hit shows in a row, I sincerely hope that our luck holds."

Just four weeks remain to see this nationally and internationally acclaimed production: on 5 July, the curtain will close for the last time.

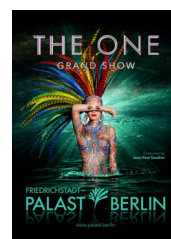
Information on THE ONE Grand Show: www.palast.berlin/en/THEONE
 Show images to download: www.palast.berlin/en/info/press/photos-logos/
 Show trailer (1 minute): www.youtube.com/watch?v=2ia3xVODr5M

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