

PRESS INFORMATION

Excellent results: with a fill capacity of almost 93 per cent in the first half of 2019, the Palast is now heading off on its summer break from 7 July until 8 August.

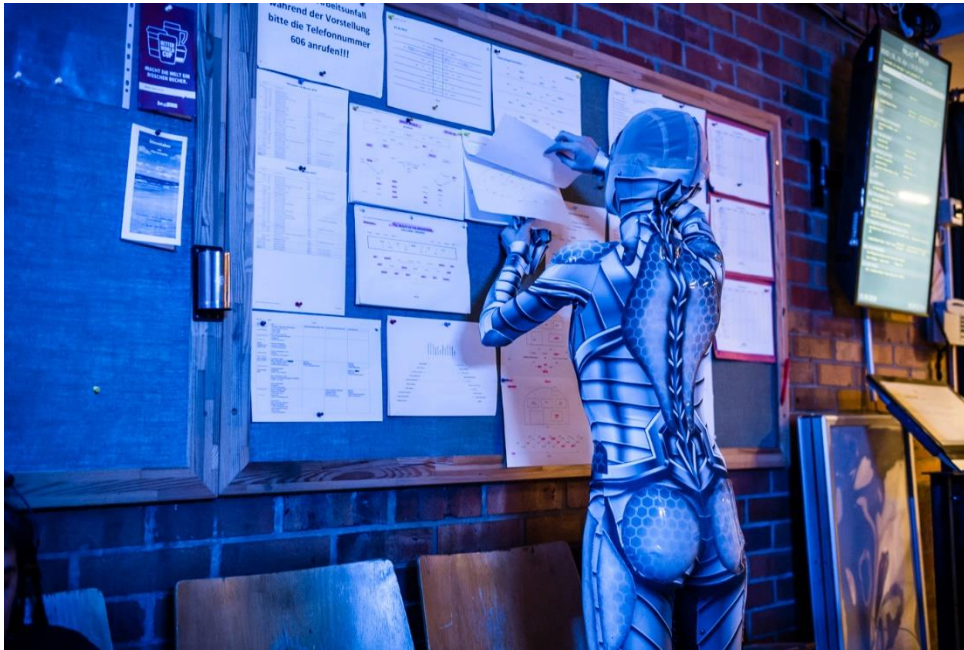
Berlin, 2 July 2019

PRESS CONTACT:

Ghazal Weber
Communications Director

T +49 30 2326 2-201
M +49 172 1587 883

weber@palast.berlin
www.palast.berlin



Android at work – a dancer backstage during the VIVID Grand Show. Photo: Nady El-Tounsy

Turnover totalling just under €14 million in the first half of the year (up one third on 2018), a fill capacity of almost 93 per cent and well over a quarter of a million paying guests: the VIVID Grand Show gives the Palast a fantastic first half-year and will return from its summer break on 9 August.

261,549 guests (excluding free tickets) came to see the Palast’s Grand Shows and Young Shows in the first six months of 2019, once again making it the absolute #1 among Berlin’s theatres by a clear margin. At 92.4 per cent, the fill capacity is 10 percentage points above last year’s result (82.2 per cent). Ticket sales were a third higher than in 2018 (32.7 per cent), lying at €13.94 million (compared to €10.5 million). The €12 million VIVID Grand Show will return on 9 August after a four-week break, which begins on Sunday.

Dr. Berndt Schmidt, the Palast’s General Director: “The genuinely enthusiastic reactions of the media and guests inspire us and are also reflected in the figures. It now remains to be seen whether the VIVID Grand Show will also outperform the predecessor productions in terms of the number of guests and turnover by summer 2020.”

Friedrichstadt-Palast Berlin

Friedrichstraße 107
10117 Berlin-Mitte
Germany

General Director:
Dr. Berndt Schmidt

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



The Friedrichstadt-Palast is owned

PRESS INFORMATION

Berndt Schmidt took over management of the Palast in November 2007 during a financially strained period. In his first half-year in 2008, ticket sales lay at just €4.5 million and the fill capacity at 46 per cent. Eleven years later, ticket sales have more than tripled and the fill capacity has doubled.

Not only the numbers add up though: today, sound management and social commitment go hand in hand at the Palast. In the first half of 2019, the largest theatre owned by the state of Berlin allocated around 10,000 charity tickets at highly discounted prices to organisations such as Berlin's food banks, children's support services, hospices and care organisations. What's more, a total of 1,300 berlinpass holders were able to purchase tickets for just €3. Socially disadvantaged people are able to apply to the Berlin Senate for a berlinpass. 1,280 tickets were issued for €5 as part of the #PalastFürAlle initiative that aims to enable people who cannot afford the normal admission fee of €19.80 to also come see a show at the Palast. In Berlin, there are even families with two incomes not on benefits (e.g. who work as police officers or nurses) or retired people who often do not have enough left at the end of the month for culture. Special about this initiative is that the Palast does not required proof of social need; it is based purely on trust.

The VIVID Grand Show has sold 422,000 tickets since its premiere back in October 2018. 98 per cent of the Grand Show reviews on TripAdvisor and 96 per cent of those on Facebook are positive. The production is scheduled to run until summer 2020.

The new 2019/20 season also marks the anniversary of "100 years of the Palast". Max Reinhardt opened the Großes Schauspielhaus on 29 November 1919, which has operated under the name of Friedrichstadt-Palast since 1947. During the National Socialist era between 1934 and 1945, the theatre was renamed the Theater des Volkes. In 2019, the highs and lows from one hundred years of stage history will be showcased during a series of events and research commissions.

A new Young Show will premiere in the anniversary season: 'Im Labyrinth der Bücher' ('In the Labyrinth of Books') will open on 14 November (recommended for children aged 5+).

Further information:

VIVID Grand Show: www.palast.berlin/VIVID

Young Show 'Im Labyrinth der Bücher': www.palast.berlin/labyrinth

#PalastFürAlle: www.palast.berlin/fueralle

PRESS CONTACT:

Ghazal Weber
Communications Director

T +49 30 2326 2-201
M +49 172 1587 883

weber@palast.berlin
www.palast.berlin

Friedrichstadt-Palast Berlin

Friedrichstraße 107
10117 Berlin-Mitte
Germany

General Director:
Dr. Berndt Schmidt

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



The Friedrichstadt-
Palast is owned