

Vita Dr. Berndt Schmidt

General Director and Managing Director of the Palast and Producer of the *BLINDED by DELIGHT* Grand Show

Berndt Schmidt is the general director, managing director and producer of the Grand Shows and Young Shows at the Palast.

After joining Bertelsmann AG in New York, he became deputy managing director of Logic Records in Frankfurt am Main, a successful dance music label owned by the Bertelsmann Music Group, as well as commercial manager of its foreign subsidiaries in New York and London.

Following further management positions in the music and film industry, the cultural manager moved into the special world of theatre – in 2002 as general agent for the musicals 'Ludwig II – Longing for Paradise' in Füssen and in 2004 as regional director for the Apollo and Palladium musical theatres in Stuttgart, operated by Stage Entertainment.

He has been the theatre director and general director at the Palast in Berlin since 1 November 2007.

As producer, Berndt Schmidt was responsible for the sensational cooperation 'Belief in the Possibility of Complete Renewal of the World' with director René Pollesch and co-director and actor Fabian Hinrichs.

In October 2020, 'Stageless' went on display at the Palast during the Covid-19 pandemic, in collaboration with the renowned exhibition space for photography, C/O Berlin. The exhibition featured photographs by the acclaimed photographer and Berghain bouncer, Sven Marquardt, of the Palast's ballet ensemble.

The Palast set new records with its most recent show, the *FALLING | IN LOVE* Grand Show that Berndt Schmidt also produced: with over 900,000 guests and ticket sales of €61.1 million, it was the most successful Grand Show in over 100 years of stage history. *THE ONE* (2016–2018) previously held the attendance record with 804,000 paying guests and ticket sales of €44.1 million.

In 2019, Schmidt was named 'Berliner of the Year' by readers of the Berliner Morgenpost newspaper for his political and social commitment to diversity as well as against xenophobia, racism and anti-Semitism. In October 2023, he was awarded the Order of Merit of Berlin.

BLINDED by DELIGHT is Berndt Schmidt's ninth Grand Show as producer.

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