

'COME ALIVE!' THE GREATEST SHOWMAN CIRCUS SPECTACULAR UNVEILS EARLS COURT VENUE



15/07/24

15 JULY 2024, LONDON - Today, The Earls Court Development Company (ECDC) has announced 'COME ALIVE!' The Greatest Showman Circus Spectacular which is set to open at The Empress Museum in London's Earls Court, with performances from 23rd September 2024.

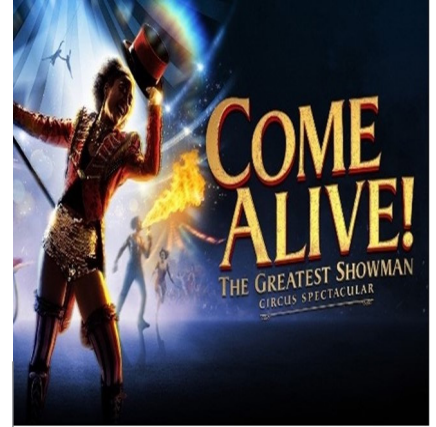
Come early for the interactive pre-show experience; enjoy close-up performances, curious characters and savour delicious food and drink. Then take your seats in a 700-seat Big Top where circus meets musical theatre in an epic Spectacular featuring a brand-new story inspired by the 20th Century Fox Motion Picture and featuring all the hit songs by Pasek and Paul including 'This Is Me', 'Rewrite the Stars', 'A Million Dreams', and more.

'COME ALIVE!' will feature the finest international circus stars (Cirque de Demain Medal Winners, Cirque du Soleil) and musical theatre talent from the West End. At the helm of the production is Drama Desk award-winning Creative Director Simon Hammerstein. As co-founder of The Box and the mastermind behind Usher's sold-out 'My Way' Las Vegas Residency and producer of Queen of the Night, Hammerstein brings his unique flair and live experience expertise to 'COME ALIVE!'.

Hammerstein is joined on the creative team by Music Producer and Olivier Award-nominated Matthew Brind (Paddington 2, Just For One Day, Legally Blonde - West End), Lead Choreographer Jerry Reeve (Taylor Swift, The Queen's Jubilee Platinum Party At The Palace) and Emmy Award-nominated Lighting Designer Adam Bassett for Woodroffe Basset Design (The Rolling Stones - 'SIXTY' Tour 2022, London 2012 Olympics Opening Ceremony, Adele - Live).

On the site of the former Earls Court Exhibition Centre, 'COME ALIVE!' follows on from the hugely successful BBC Earth Experience narrated by Sir David Attenborough, which saw over 375,000 visitors in its 10-month run last year. ECDC is pleased to activate the space once again, providing another major attraction for London and supporting their vision to bring the wonder back to Earls Court.

For press enquiries, please contact:
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Earls Court is set to undergo a major transformation, reinstating the site as a destination for innovation and excitement, creating a new neighbourhood for living, working and the creative industries. 'COME ALIVE!' will be the latest event to animate the site, supporting a cultural ecosystem in the area.

The existing structure and many of the fixtures and fittings from the BBC Earth Experience will be retained and reused as part of the new event, supporting the circular economy, and in keeping with ECDC's sustainability commitments.

'COME ALIVE!' The Greatest Showman Circus Spectacular is inspired by the 20th Century Fox Motion Picture The Greatest Showman story by Jenny Bicks. Songs by Benj Pasek and Justin Paul. It is produced by Outside The Box Amusements and TSG Entertainment.

Ticket prices start at £35 and pre-sale tickets go on sale from 10:00 BST Wednesday 17th July 2024, with general sale 24-hours later.

Sign up for early access tickets and to find out further information at www.comealiveshow.com.

For press enquiries, please contact:
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