

***Moulin Rouge! The Musical* Pop Up Arrives in Sydney**



For a limited time only, Sydney's Circular Quay will be transformed into an interactive fusion of creativity, splendour and charm, as the Overseas Passenger Terminal Southern Forecourt transforms into a FREE and interactive pop-up artisan precinct inspired by *Moulin Rouge! The Musical* on Saturday 15 and Sunday 16 October.

The pop-up experience will immerse guests in a world of splendour and romance brought to life through a series of activations and décor inspired by the show's bohemian values of Truth, Beauty, Freedom and Love. From photo opportunities, a pop-up *Moulin Rouge! The Musical* inspired café, plus interactive activities, competitions, giveaways and more, all set against the backdrop of Sydney's glittering harbour, there's something for everyone to enjoy.

Minister for Tourism, Ben Franklin, said the pop up is an ideal match for Sydney's love of world class theatre productions.

"Sydney has a long history of hosting incredible theatrical productions that turbocharge the visitor economy and attract visitors from across the country and the world," Mr Franklin said.

"This spring and summer will be no different, with Sydney theatres rolling out the red carpet for a huge line-up of world-class productions set to take the stage through to 2023.

"*Moulin Rouge! The Musical* has been delighting audiences since it opened in May and the pop up gives a taste of this incredible production."

"With new *Moulin Rouge! The Musical* tickets on pre-sale from 17 October, this magnificent show will grace the famed stage of Sydney's Capitol Theatre for a limited season only. Don't miss out on your chance to enjoy its magic."

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TRUTH | BEAUTY | FREEDOM | LOVE

MOULIN ROUGE!

THE MUSICAL



Taking place from 11am-5pm daily for strictly a limited time on Saturday 15 and Sunday 16 October, the *Moulin Rouge! The Musical* Pop Up will offer visitors an indulgent experience of glitz and glamour:

- The centrepiece of the precinct will see a 5.5metre wide and 4metre high heart-shaped swing set against an iconic backdrop of Sydney's Harbour Bridge, in a nod to character Satine's très magnifique on-stage entrance and the iconic heart portal from *Moulin Rouge! The Musical*. Lovers, friends, siblings – anyone! – are invited to have their photo captured by a professional photographer to share with friends and family and enter to win a luxe VIP *Moulin Rouge! The Musical* Sydney experience, including a night at Kimpton Margot Sydney, tickets to see the show, and more. There will also be 10 double-pass runner up prizes to be won to the show!
- Complimentary, unlimited made-to-order barista coffee, plus raspberry and chocolate croissants at the exclusive pop-up 'Café L'amour' while stocks last, brought to you by local operators from The Rocks, Brudos Coffee Bike and Creperie Suzette.
- In the spirit of romance, beauty empire MAC Cosmetics calls guests to apply 'A Little More Rouge', with free 10-minute mini makeovers, mini lipstick giveaways and competitions with major prizes to be won.
- Digital caricature artists will also be on-site, offering free and personalised drawings of guests to take home.

For budding artists and bohemians, Pinot and Picasso will also be hosting four FREE exclusive one-hour sessions daily, within the pop-up precinct. Participating guests will receive a coffee, croissant and all the tools required to create their own *Moulin Rouge! The Musical* and Sydney inspired artwork. Bookings essential. To reserve your seat, book [Saturday here](#) and [Sunday here](#).

Still and video artist impression renders of the *Moulin Rouge! The Musical* Pop Up are available to download via the Destination NSW Media Centre [here](#), as well as destination broll, *Moulin Rouge! The Musical* trailer, and more.

New tickets will be available for pre-sale from Monday 17th October and to the general public on Thursday 20th October for performances until Sunday 1st January 2023 to the Tony award-winning *Moulin Rouge! The Musical* available at moulinrougemusical.com

For inspiration on things to see and do in Sydney, visit sydney.com, and share your experiences online tagging @sydney #feelnewsydney.

- ENDS -

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About Destination NSW

Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.

About Moulin Rouge! The Musical

Moulin Rouge! The Musical is the winner of ten 2021 Tony Awards® including Best Musical, an Olivier Award, two Drama League Awards including Outstanding Production of a Musical, five Drama Desk Awards and ten Outer Critics Circle Award Honor citations including New Broadway Musical.

Moulin Rouge! The Musical is directed by Tony Award® winner **Alex Timbers** (other credits include *Here Lies Love*, *Bloody Bloody Andrew Jackson*, *Peter and the Starcatcher*) with a book by Tony Award® winner **John Logan** (also three-time Academy Award nominee including for *Gladiator* and *The Aviator*), choreography by Tony Award® winner **Sonya Tayeh** (also Lucille Lortel Award for *Kung Fu* and Emmy winner) and music supervision, orchestrations and arrangements by Tony Award® winner **Justin Levine** (other credits include *Here Lies Love*, *Bloody Bloody Andrew Jackson*).

The design team for *Moulin Rouge! The Musical* includes Tony Award® winner **Derek McLane** (sets; other credits include *Beautiful - The Carole King Musical*), Tony Award® and Olivier Award winner **Catherine Zuber** (costumes; other credits include *The King & I*, *My Fair Lady*), Tony Award® winner **Justin Townsend** (lighting), Tony Award® winner **Peter Hylenski** (sound), Drama Desk Award winner **David Brian Brown** (wig and hair design; other credits include *Come From Away*), **Sarah Cimino** (make-up design) and Tony Award® winner **Matt Stine** (Music Producer). Australian casting is by Lisa Campbell and Jim Carnahan.

Enter a world of splendor and romance, of eye-popping excess, of glitz, grandeur and glory! A world where Bohemians and aristocrats rub elbows and revel in electrifying enchantment. Pop the champagne and prepare for the spectacular spectacular...Welcome to *Moulin Rouge! The Musical*. **Baz Luhrmann's** iconic film comes to life onstage, remixed in a new musical mash-up extravaganza. *Moulin Rouge! The Musical* is a theatrical celebration of Truth, Beauty, Freedom, and - above all - Love. *Moulin Rouge! The Musical* is more than a musical; it is a state of mind. As in the film, *Moulin Rouge! The Musical* celebrates over 160 years of music – from Offenbach to Lady Gaga. The stage musical features many of the iconic songs from the movie and also includes recent hits released since the movie premiered 20 years ago.

Moulin Rouge! The Musical is produced in London by **Carmen Pavlovic** and **Gerry Ryan OAM** for **Global Creatures** and **Bill Damaschke**. The Executive Producer of the Australian production is Angela Dalton, Global Creatures and General Management is by Global Creatures.

Released by 20th Century Fox, **Baz Luhrmann's MOULIN ROUGE!** premiered at the 2001 Cannes Film Festival. At the 74th Academy Awards®, the film was nominated for eight Oscars®, including Best Picture, and won two.

The Moulin Rouge of Paris, managed by **Jean-Jacques Clerico** (CEO), is a dazzling and spectacular universe, the symbol of the Parisian way of celebrating since 1889. Starting life as a popular cabaret and dance hall, the venue became an iconic music hall in the Roaring Twenties, and then a theatre where numerous famous French and international artists stepped out into the limelight. Today, the Moulin Rouge and its 60 artists present the Féerie revue show: two hours of amazement between cabaret and music hall styles where dance scenes and surprise acts intersperse – without forgetting the Moulin Rouge's most emblematic dance, the French Cancan! Since its creation, the Moulin Rouge of Paris has always been an invitation to live and share all the emotions and effervescence of a unique party extravaganza. <http://www.moulinrouge.fr/>

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