



**OPENING NIGHT
2 OCTOBER, 2010**

PRESS-REVIEW



TV COVERAGE

OVERVIEW: TV & RADIO



8 appearances on federal TV stations

- **2** features on Channel One (one guest appearance, one morning news feature)
- **2** features on RUSSIA-1 (one guest appearance, one morning news feature)
- **2** features on TV Centre (one guest appearance, one morning news feature)
- **1** feature on Channel 5 (news feature)
- **1** feature on MUZ-TV channel

14+ news features on popular radio stations

3 guest appearances

TV COVERAGE



CHANNEL ONE

<http://www.youtube.com/watch?v=ADgi7iwHhPA>

This show is packed with special effects, action scenes and of course dancing.

- When offered the part of Ines, Nonna did not doubt for a second
- A truly international musical: British director, French technical team, Spanish cast
- Two months of rehearsals. All stunts are performed by the actors
- Only live performing, but the microphones are barely seen
- The most impressive number, Bamboleo, had been re-staged 7 times
- Fantastic special effects by Paul Kieve

TV COVERAGE



RUSSIA-1

<http://www.youtube.com/watch?v=1IZ5IArWSlw>

- First musical to be staged in Russian before going to Broadway
- ZORRO – the romantic fantasy of every woman
- The show is more grand than in France and London
- Spanish cast rehearsed together with the Russian celebrities
- Russians have more passion than any other European country
- The universal antidepressant
- Fencing and action scenes are the jewel of this performance
- The new blockbuster on Russian stage

TV COVERAGE



TV Centre

<http://www.youtube.com/watch?v=fyd31nO57LM>

- Judging by the amount of celebrities at the opening night, this show will be this seasons hit
- ZORRO never had so much action
- The Russian production has new scenes, including scenes of ZORRO's childhood
- Christopher Renshaw already claimed that this production of ZORRO is the best to date
- Russian spirit works great with Spanish passion
- The love line between ZORRO, Luisa and Ines is the centrepiece of the story
- Music by the legendary Gipsy Kings

TV COVERAGE



NTV

<http://www.youtube.com/watch?v=nrYbLBRplwY>

- This show is packed with special effects, action scenes and of course dancing
- Spanish guitarists bring a special flavor to this show
- Two months of intense fencing training
- Men had to learn sword fighting and women – flamenco
- Flamenco is the most passionate dance in the whole world
- Rafael Amargo, one of the most popular flamenco dancers in the world, was in charge of the choreography
- Russians and Spanish have a similar gipsy spirit
- New scenes and stunts were added for the Russian production
- The legendary story that never gets dull

TV COVERAGE



KULTURA

<http://www.youtube.com/watch?v=rpV8lYvdEoA>

- ZORRO, the legendary hero, finally comes on stage. In the form of a prequel to the original story by Isabelle Allende
- Of all the European cities Christopher Renshaw chose Moscow for his next production
- Casting for ZORRO was held in California
- “This part is a real gift for any actor”
- One of the principal characters in this show is the Spanish flamenco
- This production features children, a feeling of family which our current world lacks
- Passion is the common thing between Russian and Spanish spirit

TV COVERAGE



MUZ-TV

<http://www.youtube.com/watch?v=E0C86oW2j08>

- The adventures of the Spanish macho attracted many celebrities to the opening night
- Flamenco is the new craze in Moscow. Some celebrities claim to know how to dance flamenco
- Now, after many movies and books, a new production of ZORRO is here
- Two actresses playing Ines
- Any muscovite can now get into the heels of a Spanish donna or macho



PRESS COVERAGE



22 features in top-rated press

1 article in MK Boulevard
- cover story on Nonna (photo in costume)

3 articles in Komsomolskaya Pravda
- feature on the opening night
- centerpiece in the weekly leisure review
- feature on the rehearsals

4 articles in Telenedelya
- centerpiece in the weekly leisure review
- feature on the rehearsals
- comparison: musical and movie (with a mentioning on the front cover)
- society column on opening night

2 article in Vash Dosug
- four page feature on the rehearsals and the show
- cover story

1 article in Vedomosti Pyatnica
- weekly leisure review

1 article in Kommersant Weekend
- weekly leisure review

1 article in Trud
- review on the musical industry

2 articles in Argumenty i Fakty
- interview with Nonna Grishaeva
- feature on the opening night

2 articles in Moskovsky Komsomolets
- feature on the rehearsals
- review of the show

1 article in Rossiyskaya gazeta
- review of the show

1 article in Izvestia
- review of the show

1 article in Vechernyaya Moskva
- review of the show

2 article in OK!
- feature on the rehearsals
- society column



2 articles in Argumenty i Fakty

- interview with Nonna Grishaeva
- feature on the opening night

"The best musical of the season"
Arguments and Facts



ЛИЦА СВОБОДНОЕ ВРЕМЯ 49

Мама «Папиных дочек»

Nonna Grishaeva из-за репетиций сына видит раз в неделю

Прогнозировала «Нино»
Nonna, как вы выстраивали работу в «Маме папиных дочек»? Не жалуетесь? Не расстроены из-за отсутствия сына?

Фламенко
считаю одним из самых страстных танцев в мире.

Муж - директор
Ваш муж - главный директор Альфонсо Гонсалес. Как вы относитесь к его профессии?

Ольга ШИПЕЛЬНИКОВА



Cover story on Nonna MK Boulevard

Three page interview with 30% of the article devoted to ZORRO





3 articles in Telenedelya

- centerpiece in the weekly leisure review
- feature on the rehearsals
- comparison: musical and movie (with a mentioning on the front cover)
- society column on opening night
- two mentions on cover





2 articles in Vash Dosug

- four page feature on the rehearsals and the show
- Cover story with interview

"The romantic action-musical"
Vash Dosug



3 articles in Komsomolskaya Pravda

- feature on the opening night
- centerpiece in the weekly leisure review
- feature on the rehearsals

**КОМСОМОЛЬСКАЯ
ПРАВДА** 

"A musical about love and passion"
Komsomolskaya Pravda





QUOTES

QUOTES



- “A heroic romantic story in which the glossy nobility of the sword and cape is blended with fiery flamenco” **Izvestia**
- “One non-stop bamboleo!” **Moskovskiy Komsomolets**
- “This musical will heat up our freezing Moscow audience with flaming Spanish passion” **Moskovskiy Komsomolets**
- “This show is packed with special effects, action scenes and of course dancing” **NTV**
- “This show has it all: love, pursuits, fiery songs and of course genuine flamenco!” **Channel One**
- “One of the principal characters in this show is the Spanish flamenco” **Channel Kultura**
- “You can bring children of different ages to watch this beautiful musical fairy tale ... in the performance children can also play, sing and dance flamenco” **Rossiyskaya Gazeta**
- “Great show. Fiery drive! Heroic and romantic story “ **Izvestia**
- “The best musical of the season. Worth seeing! “ **Arguments and Facts**
- “A musical about love and passion“ **Komsomolskaya Pravda**
- “The romantic action-musical“ **Vash Dosug**



**VIVA EL
ZORRO!**