### **PRESS-REVIEW**

# OPENING NIGHT 2 OCTOBER, 2010







# **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



#### **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



#### **RUSSIA-1**

#### http://www.youtube.com/watch?v=1IZ5IArWSIw

- 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 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



#### NTV

#### http://www.youtube.com/watch?v=nrYbLBRpIwY

- 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



#### KULTURA

#### http://www.youtube.com/watch?v=rpV8IYvdEoA

- 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 if 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



#### 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



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# COVERAGE



# **DVERVIEW: PRESS**

### **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 Telenedelva
- 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 - feature on the rehearsals 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

- review of the show

**1** article in Rossiyksaya 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** 

### Мама «Папиных дочек»

СВОБОЛНОЕ ВРЕМЯ

Нонна Гришаева из-за репетиций сына видит раз в неделю

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**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







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





"A musical about love and passion" Komsomolskaya Pravda





#### **3** articles in Moskovsky Komsomolets

- feature on the rehearsals
- review of the show
- society column

при топлити инститит портролис в дитечилний постоя налимити поту С2000 над притольные залов заставлян 5, витера, в доснабляет провеж кругет притокти над дато топове бил правляет, адмова, котрон, или Влагра, Санковски старан постояниемира, и за служение постояние потовется и потовется боле 2,5 некотова правля боле пот топоване более 2,5 некотова правля боле по топоване более 2,5 некотова правля более 2,5 некотоване потова по протование исполнение товора. Прити воесности портование исполнение товора, портов

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Зал тактур МСМ конститство до нетройски настичитали право на разрова, на фоле воторал правода у раз така на наркова, на фоле воторал на така и Маке. Трацитала и спортнота и Притита Настоя и Маке. Трацитала и правода и спортнота Анастиса Стадиа. Така. Притита настоя на така на спортно Сарода Притита и спортнота и разли и право с до на Сарода и правода и разпој дина такато с до на стада и право и разпој дина такато. Притита на правода и правода и правода и правода од се право правота и правота дина правота Сарода с правота разпој дина такато.

Поты потвидарять пратистов нероной фолвонной Сари, Корда нариа правити должности. Нариана и правили правити и правити и правити ченаха, клоперай нерона таконую лаконуйнует роль средника Гариза, Таканала на статана. В аконала 2000 годи и правита статана и прапосатольши проб. 556-км чуть нава статана. В аконала 2000 годи и правити статана и статана и правити и правити и правити статана. В объес – завосстварятеля, украдичения стата ная владити. Оказ самона статана, боло и правити ная ток вы констрании средения со средения самона и правити ная ток вы констрании средника с боло. Констрания

На сцено театра МДМ прошла открытоя репетяция жезикла "ZORRO"

премьера

 в табор, Ношев респектывается что режентора Крассовар, Ношев рекламу среднения от нее архитектор на порто толикание принатиля несто, коралия, которыя так необходите дани для у порто по

рока, тру невило дроготоратичесть датата по до изстанита дайства. Оран Гину и притимном трупа и стаблика, бастада, кранта, что солкот "трупть" част принава устанита стаблика, продака у стаблика, то солкот "трупть" част принава устанита стаблика, принава устанита



4 средства стала на заченаться. Я не астла ненегольковать такре-селисатисть. Я обокан Заалена Хартика и статака, что нада родеться истанды, чтобы передать учества фокантия истанды, чтобы передать учества фокантия.

на спорадения -Впероб позволяется сденой став замагар в презов за цалонов пабора, наполнения вополнитика на призавани числя Старала, которая развелара и развела чело Старала, данных презования и преза наполните с торана, данных презования и преза наполните на наполните презования на презования и наполните презования презования на наполните на напора.

аттроциет иго. Но и не также? И. дийстритилиет, Анастисии не оттроска остолке ина главной рази. Динтрие Гранка от саба на на ненити не да салковна, не посерат перед фотовендане. Так так нашетеля, закроне пода также вида салковна, не посерат.

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# QUOTES

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- "A heroic romantic story in which the glossy nobility of the sword and cape is blended with fiery flamenco" Izvestia
- "One non-stop bamboleo!" Moskovskyi Komsomolets
- "This musical will heat up our freezing Moscow audience with flaming Spanish passion" Moskovskyi 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!