



## MADAME TUSSAUDS GOES GAGA

**4<sup>th</sup> November 2010.** One of the world's most flamboyant and individual performers will be joining the A-list line up at Madame Tussauds this December as Lady Gaga takes to the stage in London – **and seven other** Madame Tussauds attractions around the world. In the biggest and most ambitious figure launch in Madame Tussauds history each attraction will reveal a **different** portrayal of Lady Gaga on the very same day.

The legendary celebrity hot spot has selected eight very distinct Lady Gaga styles, working with her favourite designers to ensure the looks are spot on. Details of which city will feature which Gaga are being kept tightly under wraps, so fans will have to wait until launch day to find out which Lady Gaga will be wearing their favourite outfit.

The styles being worked on are:

- **Lady in Lace** – Alex Noble lace body stocking and Philip Tracey face mask topped off with Marie Antoinette style 'fro. As seen at The Brit Awards 2010.
- **Telephone** – Phillip Tracey telephone hat teamed with a black Armani coat, flared trousers and towering heels. As seen on Friday Night with Jonathan Ross March 2010
- **Harlequin** – Black Marjan Pejowski Body suit with oversized black neck fluff and sleek, super straight platinum hair. As seen at Grand Intercontinental Hotel Seoul, South Korea
- **Kinky Boots** – Short black Bruno Pieters leather body suit cut away to reveal black lace bra, quirky "disc" hat and thigh high black boots. As worn at the Hakkasan restaurant, London in April 2009
- **Mini Mouse** – Off one shoulder black latex body suit with long straight hair topped off with "mini mouse" style buns. As seen at the BBC Radio 1 studios, London
- **Hair Hat** – Gaga's own blonde locks splayed out into a huge sunhat teamed with black see through net dress. As seen at the Consumer Electronics Show, Las Vegas.
- **Wired "wing" dress with lightning "eye"** - Short black Orschel-Read strapless dress with wired, thigh high patent boots and black lightning stripe make up over one

eye Orschel-Read as worn on the Wetten Dass..? gameshow, Germany in November 2009

- **Big Hair** – Towering purple hair piece atop waist length platinum locks, with nude Maison Martin Margiela bodysuit, white blazer and huge platforms. As seen outside Phoenix Hotel, Copenhagen, Denmark, July 2009

“We’re very excited about Lady Gaga’s imminent arrival in Madame Tussauds London”, said PR Manager Liz Edwards. “As one of the biggest and most unique talents in the world, she is the perfect subject for the biggest figure launch in Madame Tussauds’ history. All of the styles being worked on are classic Gaga and we’re sure British fans will be delighted with her London look when we unveil it next month.”

All of the figures are being worked on simultaneously by a huge creative team at Merlin Studios in West London. Each figure was first perfectly sculpted in clay before being moulded in wax. A team of expert artists then accurately recreate colour and skin tones, replicating every freckle, mole and dimple, before the make-up, artists, hairdressers and stylists finish off the look. The painstaking process will take four months to complete at a cost of £150,000 per figure adding up to a cool £1.2m.

The figures will be featured in attractions in London, Amsterdam, Berlin, New York, Hollywood, Las Vegas, Shanghai and Hong Kong and all will be revealed on 9<sup>th</sup> December 2010.

**For further information please contact Simon Thomas/Karen Abrams at freerange communications on 0207 402 9966 or [simon@freerange.eu](mailto:simon@freerange.eu)**

#### **Notes to Editors:**

- Prices to Madame Tussauds are from £14.00 for adults and children (4-15 inclusive) when you pre-book at [www.madametussauds.com/london](http://www.madametussauds.com/london). Priority access tickets can also be booked on 0871 894 3000.
- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, Hollywood, New York, Las Vegas, Washington D.C., Amsterdam, Berlin, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up close and personal with incredibly lifelike replicas of 21<sup>st</sup> century stars like Kate Moss, Johnny Depp and Amy Winehouse, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. The world’s second largest visitor attraction operator, Merlin has 59 attractions and six

hotels/ 2 holiday villages in 13 countries and across 3 continents. The company aims to deliver memorable and rewarding experiences to its 35 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and 13,500 employees. Merlin Entertainments operates the following attractions – SEA LIFE, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, Thorpe Park, Chessington World of Adventures and Zoo, Underwater Adventures, Heide Park and Earth Explorer.