MADAME TUSSAUDS LONDON GIVES GUESTS A ‘SNEAK BEAK’ OF ITS FIRST DIGITAL EXPERIENCE INSPIRED BY THE ANGRY BIRDS MOVIE

starring new figures of Red, Chuck and Bomb

Thursday May 5, 2016. This morning Madame Tussauds London gave guests an early preview of its first-ever digital experience, which opens this weekend, starring larger-than-life figures of larger-than-life Angry Birds, Red, Chuck and Bomb. Fans get to interact with the stars of the much anticipated The Angry Birds Movie (released on Friday May 13) digitally, with an animated backdrop bringing to life key moments from the film, as well as physically, with the characters’ colourful new figures.

Developed in close collaboration with Rovio Entertainment and produced for the attraction by leading innovators in brand experiences, ps Live, the experience took six months to create. It will be in London from Saturday May 7 until July, before touring Madame Tussauds attractions worldwide.

"It’s a really exciting time for Madame Tussauds London and we are delighted to partner with Rovio Entertainment on our first digital experience,” commented Edward Fuller, General Manager of Madame Tussauds London. He continued: "The intention was to create a living, breathing space that gives guests a chance to interact with The Angry Birds Movie and the characters in a totally unique and fun way through animation and smart technology. The content will constantly change and guests will contribute to it, taking selfies with Red, Chuck and Bomb’s figures sharing them live. Judging by the reaction from our preview guests today, we think we have a hit on our hands.”

Nine year old, Malachi John, gave the experience a big thumbs up: “I play the Angry Birds games and cannot wait to see the movie. The trailer looks hilarious and the animations here are brilliant. The birds pop out and talk to you and you can put your picture in the backdrop. It’s so fun.”

Malachi’s eight year old friend, Kendra Mei, agreed: “I’ve never done anything like this before. It’s like you get to step into bits of the film. And I love the figures. Red looks so cross! I can’t get my arms round Bomb, but I’m nearly as tall as Chuck!”

Alex Lambeek, Chief Commercial Officer at Rovio Entertainment, commented: “It’s wonderful to be part of an exciting first for Madame Tussauds, which very much reflects Rovio’s mission to bridge the digital and physical worlds and bring the Angry Birds to life in new and stimulating ways. The experience is very playful, very colourful and a lot of fun. Guests get transported into key moments from the movie as the animation plays out around them, and Red, Chuck and Bomb have obviously achieved film star status now, with their own Madame Tussauds figures.”

The figures are modelled on The Angry Birds Movie characters and an artistic team of 20 brought them to life using extensive resource materials from the film to make them as authentic, colourful and angry as possible. Angriest of all is Red, who is portrayed complete with thunderous expression, his trademark thick black eyebrows in full frown. Beside him is cheeky Chuck, resplendent with bright yellow plumage indulging in one of his favourite hobbies - posing - and in chilled out mode the explosive Bomb, stands at a mighty 6 feet tall (183cm).

Find out more about Angry Birds at Madame Tussauds, www.madametussauds.com/London.
About Sony Pictures Entertainment

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