



PRESS RELEASE

# CHRISTMAS AT CHAPLIN'S WORLD

## THE ETERNAL TRAMP

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### 40TH ANNIVERSARY EVENTS & COMMEMORATIONS

**Corsier-sur-Vevey, December 5th, 2017** - *Forty years ago, on Christmas morning, Charlie Chaplin died in his sleep, surrounded by his loved ones. His Swiss home, the Manoir de Ban, is now a museum. Four decades on, the little Tramp remains an ageless, universal icon, while the archetypal characters of the barber and the dictator still resonate today, particularly on social media. To pay homage to the man who elevated cinema from an industry to an art form, Chaplin's World by Grévin is initiating a series of events and commemorations.*

### MORE VIBRANT AND RELEVANT THAN EVER

Chaplin's speech in *The Great Dictator* and the machine cog scene in *Modern Times* are now more popular than ever, being shared on social media by people of all generations throughout the world. The speech from *The Great Dictator*, for instance, has generated nearly 30 million views on YouTube, whereas the scene where the little Jewish barber shaves a customer to the rhythm of Brahms' Hungarian Dance No.5 has been watched more than 8 million times! In our current socio-political climate, we are in dire need of a humanistic message of peace and tolerance towards all people, of all ages, across all nations.

Chaplin's World also welcomes people of all ages, from over 75 countries across the world. We are proud to announce that our museum, which opened on April 16<sup>th</sup>, 2016, boasts an average of 300 000 visitors per year, and has won both the TripAdvisor Traveller's Choice Award and Certificate of Excellence, awarded just a few months apart.



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The Chaplin Office has granted more than 100 licenses to musicians for the use of the *Great Dictator* speech in their songs. The best known examples are Coldplay, who are using the speech to open concerts during their *Head full of Dreams* tour, and Paolo Nutini, who featured it at the end of his hit *Iron Sky*.

In 2017, Chaplin's films were screened with live orchestral accompaniment at nearly 100 cinema-concerts (97 to be exact), in countries such as Alaska, Finland, Portugal, Japan, Norway and Switzerland. More than half a dozen books on Chaplin's work are currently being written for release in 2017 and 2018, adding to the great number of recent works on the subject. A dozen or so licenses for merchandise were also granted in 2017. Television and cinema documentaries are in production for future national and international release, and an ambitious animated film, based on the production of *The Kid*, will grace screens in 2021 for the film's 100<sup>th</sup> anniversary. There is also a great deal of interest in adapting Chaplin films for the stage (*The Great Dictator* was a recent theatre triumph in Stockholm), and in plays telling the story of Chaplin's life.

For more information please visit [www.charliechaplin.com](http://www.charliechaplin.com)

### **CHAPLIN REACHES NEW HEIGHTS ON TOP OF THE JUNGFRAU**

British sculptor John Doubleday, who created the bronze statues of Charlie Chaplin in Vevey, Switzerland, and in London's Leicester Square, has paid tribute to the man with an ice statue on top of the Jungfrau, one of Europe's highest summits at 13,642 feet. The work depicts a scene from *The Kid*, in which the Tramp and the Kid sit side by side. 'A portrait always tells a story, with a specific outlook,' Doubleday said. 'To me, the kid is the quintessential lone, fragile figure, but one with a strong will to live. I think that's why it still resonates with people after all these years.'

Creating the kind of marvellous, fun, fairground atmosphere Chaplin cherished, Chaplin's World has purchased a hot-air balloon, in collaboration with our main partner, CornèrCard. Visitors to the museum will be able to enjoy a ten-minute static flight, high above the Manoir de Ban, during the holidays and on special occasions, with a breathtaking panoramic view of the Alps and Lake Geneva.



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Our hot-air balloon will be the star attraction of the Night Glow, held during the 40<sup>th</sup> International Hot Air Balloon Festival at Château d'Oex (Switzerland), which will be dedicated to the memory of Charlie Chaplin.

### **LIGHTS, ACTION AND SENSATION AT CHAPLIN'S WORLD**

According to Jean Cocteau, who met Chaplin in 1936, 'cinema is modern-day writing, using light as ink'. This holiday season, Chaplin's World will be lit up in a lively, heartfelt tribute to Charlie Chaplin. To celebrate both the Christmas spirit and the life of Chaplin, a trail of lights will be installed around the Manoir de Ban, with support from Romande Energie, from November 23<sup>rd</sup>, 2017, to January 7<sup>th</sup>, 2018.

To commemorate the 40<sup>th</sup> anniversary of Chaplin's passing, 1950s-style suitcases will be installed in the Manoir de Ban and at the museum's entrance. Anyone wishing to present a message, drawing or personal letter to Charlie can do so throughout December by placing them in one of these suitcases. The Chaplin family and Chaplin's World are delighted to provide visitors with the opportunity to pay tribute to one of the world's most famous film-makers.

#### **MEDIA EVENTS**

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**December 7th, 2017, at 11.30am: Jungfrau summit**

Unveiling of the ice sculpture atop one of Europe's highest mountains, with members of Chaplin's family and the sculptor

Upon registration, limited capacity, detailed program on request

**February 2nd, 2018, at 6pm: International Hot Air Balloon Festival in Château d'Oex**

*Night Glow, a tribute to Charlie Chaplin, held on the occasion of the 40th edition of the Château d'Oex Festival of Balloons*

Flights aboard the Chaplin's World balloon available on request during the festival, to be held January 27th-February 4th, 2018.



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## GENERAL PUBLIC EVENTS

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| <b>November 23<sup>rd</sup>, 2017, to January 7<sup>th</sup>, 2018:</b> | Trail of Lights  |
| <b>November 23<sup>rd</sup>, 2017, to January 7<sup>th</sup>, 2018:</b> | Reach for the Sky with Chaplin (hot-air balloon flights)   |
| <b>December 25<sup>th</sup>, 2017 (2pm-6pm):</b>                        | Special 40 <sup>th</sup> anniversary commemorative         |
| <b>February 2<sup>nd</sup>, 2018 (6pm):</b>                             | Special 40 <sup>th</sup> anniversary commemorative opening |

## OPENING HOURS & RATES

- Chaplin's World is open 7/7 from 10am to 6pm (except on January 1<sup>st</sup>, 2018).
- Special 40<sup>th</sup> anniversary commemorative opening on December 25<sup>th</sup>, 2017 (2pm-6pm) with a one-off CHF 10.- ticket
- Trail of Lights: from November 23<sup>rd</sup>, 2017, to January 7<sup>th</sup>, 2018 (5pm-6pm).
- From December 23<sup>rd</sup>, 2017, to January 7<sup>th</sup>, 2018, tickets will be CHF 10.- between 4:30pm and 6pm.

For more information about our rates, please visit [chaplinsworld.com](http://chaplinsworld.com)

## FORTHCOMING ONE-HUNDREDTH ANNIVERSARY COMMEMORATIONS

*How to Make Movies* (1918); *A Dog's Life* (1918); *Shoulder Arms* (1918)



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## **ABOUT CHAPLIN'S WORLD BY GREVIN**

Nestled between a lake and the surrounding mountain range, five minutes from Vevey, in Switzerland, Chaplin's World is a fun museum dedicated to Charlie Chaplin, the man and the artist. Designed by Philippe Meylan and Yves Durand, with support from Genii Capital, and scenography design by the Confino Agency and By Grevin, it provides entertainment and culture for everyone. It is also a cult venue for film-lovers and Chaplin fans. The great man's sense of humour and emotion, which won the hearts of audiences worldwide, is displayed over 3,000 m<sup>2</sup> of exhibit space in the Manoir de Ban – Chaplin's home for almost twenty-five years – and in the Hollywood-style studio. Chaplin's World is the fourth international site developed by Grevin.

## **ABOUT COMPAGNIE DES ALPES**

Launched in 1989, Compagnie des Alpes has established itself as a leading player in the European leisure industry, and as the tenth biggest player in the world. It currently operates eleven of the world's biggest ski resorts (including Tignes, Val d'Isère, Les Arcs, La Plagne, Les Menuires, Méribel, Les 2 Alpes, and Serre-Chevalier) and thirteen of Europe's most distinctive leisure parks (including Parc Astérix, Grevin, Walibi, and Futuroscope). The company has experienced steady growth in Europe (in France, The Netherlands, Belgium, and Germany, notably) and, more recently, on a global scale with the opening of Grevin Montreal in April 2013, Grevin Prague in May 2014, Grevin Seoul in July 2015, and design and contracting support services in Russia, Morocco and Japan. With nearly 5,000 collaborators, Compagnie des Alpes and its partners creates one-of-a-kind leisure activities for everyone. For more information, please visit [www.compagniedesalpes.com](http://www.compagniedesalpes.com)

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