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BEAUTY WORLD

The 20th Anniversary Revival by W!LD RICE

Opens 3 January 2008 | Esplanade Theatre

Singapore, 6 September 2007 – W!LD RICE is delighted to announce its plans to stage a new and exciting revival of Singapore's all-time favourite iconic musical **Beauty World** at the Esplanade in January 2008.

W!LD RICE will celebrate **Beauty World's** 20th Anniversary with a spectacular production that boasts a fabulous fresh cast, lavish sets and costumes, snazzy dance routines and truly memorable heart-warming songs.

Helmed by director Ivan Heng, who was the original Frankie Wong, this will be first time in 20 years that **Beauty World** has been given an overhaul. Writer Michael Chiang has penned new scenes and twists to the script, and composer Dick Lee has written 6 new songs. Musical Director Iskandar Ismail is working on creating a new sound for the musical's 10 piece band, and choreographer George Chan will set the stage alight with new dance routines. The new **Beauty World** Cabaret will be completely renovated by Canadian set designer John Dinning, with lighting by Mac Chan. Last but not least, Moe Kasim and Ashley Lim will be revamping the fashion of Singapore's swinging sixties to dress and coiff the denizens of the night club.

The 30-member cast of **Beauty World** will feature some of Singapore's most accomplished stage and TV personalities including Denise Tan (Lulu), Neo Swee Lin (Mummy), Alemay Fernandez (Rosemary Joseph), Irene Ang (Wan Choo) and Dwayne Tan (Frankie Wong). Elena Wang, a fresh graduate from LASALLE College of the Arts, makes her professional theatrical debut as the innocent Ivy Chan Poh Choo, while Daren Tan, winner of MediaCorp's *Project Superstar II* plays Ah Hock, in his first introduction to theatre.

With W!LD RICE pulling out all stops, the 20th Anniversary celebration of **Beauty World** looks set to be one of the most dazzling and highly anticipated theatrical events of 2008!

For more information, please visit: <http://www.beautyworldthemusical.com/>

A BRIEF HISTORY OF BEAUTY WORLD

First commissioned by the Singapore Festival of Arts in 1988 and produced by TheatreWorks, **Beauty World** is widely recognised to be one of Singapore's first and most successful home-grown musicals.

Written by Michael Chiang with the music and lyrics composed by Dick Lee, the first production in 1988 was directed by Ong Keng Sen and choreographed by Najip Ali. Its cast featured the veritable who's who of Singapore today including Jacintha Abisheganaden, Margaret Chan, Ivan Heng, Koh Chieng Mun, Lim Kay Siu, Tan Kheng Hua, Claire Wong, and Eleanor Wong. It ran for 11 performances, selling more than 9,800 tickets.

Its second run in 1992 drew 17 full house performances, selling 14,000 tickets. It went on to tour four Japanese cities of Osaka, Tokyo, Hiroshima and Fukuoka in September 1992. In 1998, it was reproduced as a TV musical production for the fourth President's Star Charity, an event that managed to raise a total of S\$4 million.

Several amateur productions have taken place, including one at the University of Chicago in April 2006.

2008 marks *Beauty World's* 20th Anniversary.

THE STORY OF BEAUTY WORLD

Set in Singapore in the mid-Sixties, *Beauty World* is a musical melodrama about the adventures of Ivy Chan Poh Choo, a small town girl in the big city.

A mysterious jade pendant brings her from her hometown in Batu Pahat to *Beauty World*, a colourful if somewhat sleazy cabaret in Singapore, where she hopes to locate her long lost-father.

Along the way, she meets up with her dotty pen-friend, crosses the path of a vindictive cabaret singer, and learns some heartbreaking truths about love and life, though not necessarily in that order.

Set to an original score, the comedy is an affectionate tribute to the black and white Chinese soap operas at the cinema and on TV.

ABOUT THE CREATIVE TEAM

WILD RICE have assembled an impressive team for this new revival.

Ivan Heng – Director

A theatre director, actor, playwright and designer, Heng's productions have put Singapore on the world map at festivals and theatres in more than 20 cities internationally. These include: Melbourne International Arts Festival, New Zealand International Arts Festival, Hong Kong City Festival, ICA International Festival of the Chinese Diaspora (London), Chinese Karakters Festival (Netherlands), SIETAR Congress (Munich) and Re:Map Festival (Copenhagen).

Heng was the original Frankie Wong in the 1988 premiere of ***Beauty World***. In a pioneering professional career spanning more than 20 years, he is one of Singapore's most acclaimed and awarded theatre artists. His directing credits include ***The Woman in a Tree on the Hill*** (Edinburgh), ***Animal Farm*** (New Zealand), Puccini's ***Madame Butterfly*** (Esplanade Theatre), ***Dim Sum Dollies***[®] (Steaming, Singapore's Most Wanted), ***The Visit of the Tai Tai*** (Swiss Festival Durrenmatt) and ***Second Link – the Malaysia Singapore Text Exchange***.

In 2006, he conceived and curated WILD RICE's inaugural ***Singapore Theatre Festival***, a 3-week festival which the Straits Times reviewed as "the most important arts event of 2006".

Heng has a law degree from the National University of Singapore and trained at the Royal Scottish Academy of Music and Drama (Glasgow). His numerous awards for excellence include: the Edinburgh Fringe First, Scottish Daily Express New Names of '93, Royal Lyceum Theatre Award, Singapore Young Artist Award 1996, the Singapore Youth Award 1998 and the Straits Times Life! Theatre Award for Best Director 2002. In 2006 the Singapore Tatler Magazine awarded him the magazine's first Leadership Award for Culture.

Heng is the Founder and Artistic Director of WILD RICE, one of Singapore's leading professional theatre companies. In 2007, he will direct Alfian Sa'at's ***Happy Endings: Asian Boys Vol.3***, as well as Eleanor Wong's ***The Campaign to Confer the Public Service Star on JBJ***.

Michael Chiang – Playwright

Michael Chiang is widely acknowledged as Singapore's most popular playwright, thanks to the many hit comedies that he's written for theatre for over two decades. Mild-mannered and soft-spoken in person, Chiang has been hailed by a string of titles: "Comedy king of Singapore" (1992), "Singapore's most popular playwright" (1994), "Singapore's most successful playwright" (1995), "Singapore's most bankable playwright" (1999), and "inarguably Singapore's foremost proponent of situational comedy" (2002).

Though he describes himself as an accidental playwright who stumbled into playwriting purely by chance, there's no denying the impact Michael's had on the theatre scene. For better or for worse, Michael has often been credited for his breakthrough (and daring) use of Singlish, which have helped create endearing characters that have had much resonance for the audiences.

The commercial success of his plays has been attributed to several factors. His plays are an expression of all things Singapore: situations, issues and stereotypes. Behind the witty one-liners and jokes, his plays speak about issues of the heart. They are humorous, yet astute observations of all aspects of local life.

The strong local flavour in his plays is found in such themes as; shopping and Singaporean competitiveness in ***Beauty Box***; fears of singlehood in ***Love and Belachan***; the Armed Forces in ***Army Daze***; Cantonese melodrama and nostalgia in ***Beauty World***; the subtle "programming" of a conformist society in ***Mixed Signals***; the exploration of the plight of transsexuals in ***Private Parts***; the question of art in society in ***My Art Belongs to Me***; censorship issues in Singapore in ***Mortal Sins***; and the plight of the Malaysian immigrant and his search of identity in ***My Lonely Tarts***. Singaporeans welcome Chiang's ability to tap popular culture as evidenced by the large crowds that turn up for each of his new play.

Michael Chiang is Chief Executive Officer of Caldecott Publishing.

Dick Lee – Composer & Lyricist

Multi-talented Dick Lee has firmly established himself as a performer and composer, often recognised through his works as the spokesperson for the New Asian generation. The Dick Lee phenomenon started in 1971 when, at the age of fifteen, Dick participated in various talent contests with the group, Harmony, and Dick and the Gang (teaming with his siblings). His first album, ***Life Story***, featuring his own compositions, was released in 1974.

Throughout the 70s and 80s, Dick championed the acceptance of Asian elements in pop music. His pioneering album, ***Life in the Lion City*** (1984), won acclaim for just that. But the album that shot him to regional prominence was his 1989 release, ***The Mad Chinaman***. Dick Lee has also won numerous awards in Singapore, Hong Kong and Japan.

In 1990 Dick moved to Japan where he continued to develop the new Asian identity through his solo work, as well as collaborations with top Asian artistes like Sandy Lam from Hong Kong and Japanese group Zoo. He has to date, written countless songs for the top singing talents in Asia.

Dick is also passionate about musicals. He has written many staged musicals including ***Beauty World*** (1988), ***Fried Rice Paradise*** (1991), ***Kampong Amber*** (1994), ***Hotpants*** (1997), and Jacky Cheung's acclaimed ***Snow.Wolf.Lake*** (1997). ***Nagrland*** (1992) toured Japan, Singapore and Hong Kong in a sold-out season. Dick continues his love of theatre by being Associate Artistic Director of The Singapore Repertory Theatre, an appointment he has held since 1998.

For 2000, Dick composed the songs to the musical of ***Phua Chu Kang***, a highly popular sitcom, for the Singapore President's Star Charity. Produced and broadcast by Television Corporation of Singapore (TCS), the musical raised over a record-setting S\$2 million dollars.

Dick's dream came true when he was appointed the Creative Director for Singapore's ***2002 National Day Parade***.

Dick celebrated the 30th anniversary of his career in 2004 with the release of a 5 CD compilation as well as his autobiography, ***The Adventures of the Mad Chinaman***.

Dick recently participated as a judge in the highly rated TV show, ***Singapore Idol*** and in 2005 was awarded the Cultural Medallion by the National Arts Council.

PAST REVIEWS OF BEAUTY WORLD

“Something to celebrate – a landmark musical”

~ The Sunday Times

“Judging from the near standing ovation that Beauty World received, it's likely that it will wind up a success. It certainly has the potential to be a good Broadway type musical that could run for a long time.”

~ The Business Times

“The performance has made enjoyable history for Singapore theatre.”

~ The New Straits Times, Malaysia

“... as soap opera satire it worked well, communicating easily and entertainingly.”

~ The Melbourne Age, Australia

BEAUTY WORLD FAST FACTS

Written By	:	Michael Chiang
Music & Lyrics By	:	Dick Lee
Directed By	:	Ivan Heng
Producer	:	Tony Trickett
Musical Director/Arranger	:	Iskandar Ismail
Choreography	:	George Chan
Vocal Coach	:	Amanda Colliver
Set Design	:	John C. Dinning
Lighting Design	:	Mac Chan
Costumes	:	Moe Kasim
Hair & Wigs	:	Ashley Lim

Makeup	:	M.A.C
Main Cast	:	
Ivy Chan Poh Choo		Elena Wang
Frankie Wong		Dwayne Tan
Lulu		Denise Tan
Mummy		Neo Swee Lin
Rosemary Joseph		Alemay Fernandez
Ah Hock		Daren Tan
Wan Choo		Irene Ang
Chorus	:	
		Desmond Chen
		Richard Chia
		Gordon Choy
		Farah Dawood
		Zachary Goh
		Lily Nora Kamsani
		Scott Lei
		Jonathan Lum
		Cheryl Miles
		Mohamed Farhan Bin Mohammad
		Hassan
		Oliver Pang
		Jacqueline Pereira
		Judy Tan
		Filomar Tariao
		Kelly Tuan
		Stephanie Van Den Driesen
		Esther Yap
Show Dates	:	From 3 January 2008 Preview Shows on 3 Jan (8pm), 4 Jan (8pm) & 5 Jan (2.30pm)
Venue	:	Esplanade Theatre @ 1 Esplanade Drive
Time	:	8pm (Tuesday to Friday) 2.30pm & 8pm (Saturdays and Sundays) No shows on Mondays
Ticket Prices	:	\$25 to \$125

Ticket Sales	:	<p>Exclusive Priority Booking for Robinsons & OCBC Credit Cardmembers 10 Sept – 10 Oct</p>
	:	Public Sales start 11 Oct
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