
Hamburg's Largest Theater Has Opened

London Symphony Orchestra inaugurates the Mehr! Theater am Grossmarkt

Hamburg, March 7, 2015. **The London Symphony Orchestra welcomed the 2,400 concert-goers with a “Moin, Moin” – the traditional Hamburg greeting – to the official opening concert of the Mehr! Theater am Grossmarkt on Saturday, March 7, 2015. Numerous guests from politics, business, and society attended the evening.**

The London Symphony Orchestra, under the baton of Gianandrea Noseda and with pianist Roman Zaslavsky, performed the opening concert in the new Mehr! Theater in Hamburg. This marks today the official inauguration of the visionary theater in the heritage protected Grossmarkthalle after 15 months of construction. After an opening address, Mehr! Entertainment CEO, Maik Klokow, symbolically handed over the keys to the house to the theater's director, Nathalie Heinrich. With the opening of the Mehr! Theaters am Grossmarkt, Hamburg is gaining a new, highly modern and versatile venue for culture and live entertainment.

Besides Mehr! Entertainment's own productions, the Mehr! Theater will also be made available to other event organizers and promoters. Up to 20 meter-high ceilings, a multifunctional stage that can be expanded from 320m² all the way to 1.440m², and an audience that can view the stage from up to four sides – that is unique in Hamburg. This allows innovative thinking in the planning of shows and events and Hamburg to continue to grow as a cultural capital

Maik Klokow, CEO of Mehr! Entertainment, is pleased with the successful opening concert. *“The London Symphony Orchestra is not only an outstanding orchestra, it is also a symbol of the teamwork of many individual experts in a major mutual achievement. We, too, have worked together with many of those involved for two years up to today's opening. I thank everyone who took part in this undertaking.”*

Günter Irmeler, Managing Director of Mehr! Entertainment: *“In many ways this theater is setting new benchmarks. The unique atmosphere in the midst of the wholesale market fits right in with Hamburg. In no German city is there such a long tradition in the interplay of art and culture with harbor and commerce.”*

Nathalie Heinrich, Theater Director in Hamburg on Mehr! Theater's future program: *“The opening concert today has demonstrated that our theater auditorium is a genuine quick-change artist and also acoustically a major win. Hamburg can rejoice in its new venue! We will offer a diverse program, from popular pop concerts to elaborate live shows. I am already looking forward to the upcoming premiere of WE WILL ROCK YOU on March 16.”*

Upcoming shows in the Mehr! Theater am Grossmarkt

March 13 - April 19: WE WILL ROCK YOU

April 27: Achim Reichel “Raureif Tour 2015“

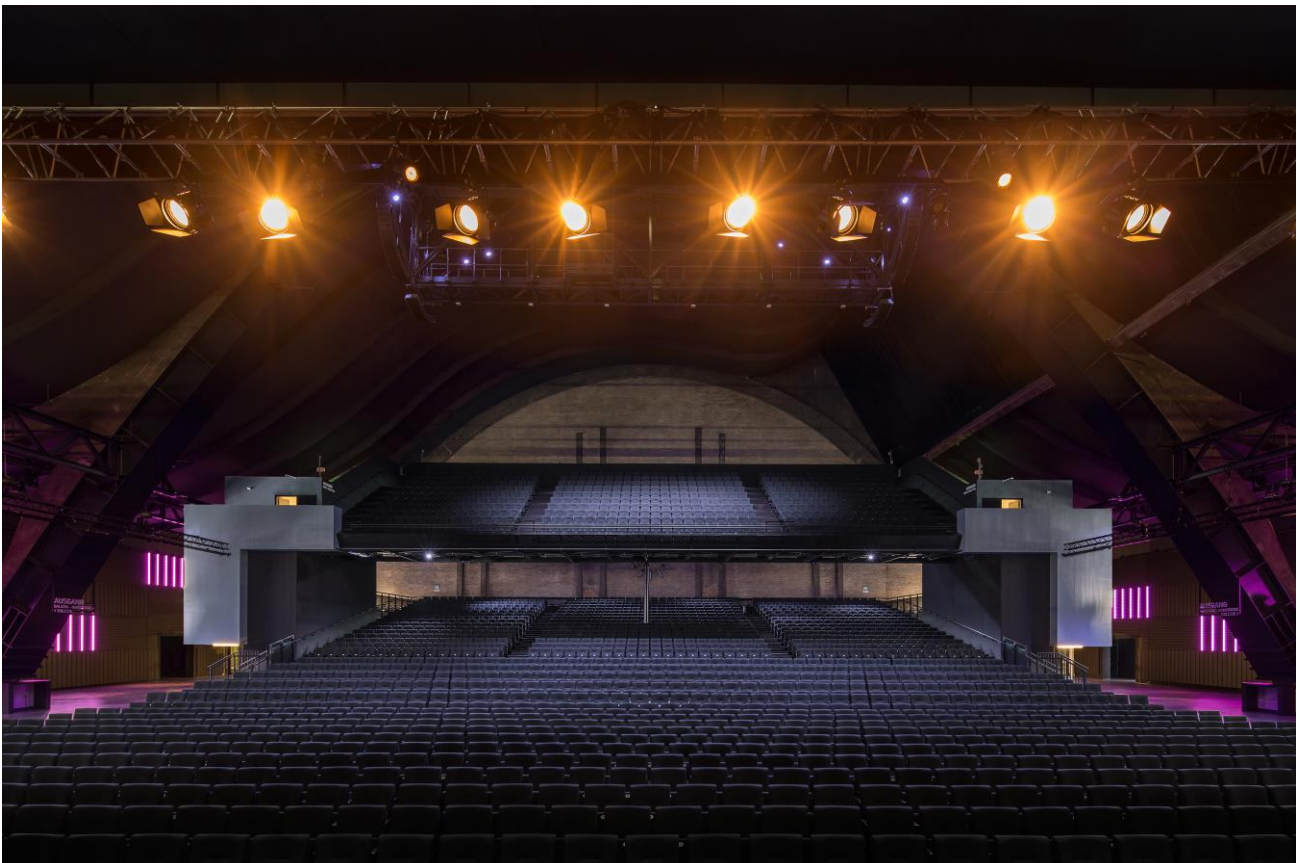
May 27 - June 19: DIRTY DANCING – DAS ORIGINAL LIVE ON TOUR

August 29: SOUL IM HAFEN



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The Mehr! Theater am Grossmarkt

The Hamburg Grossmarkthalle, a wholesale market hall, was completed in 1962 under the supervision of architect Bernhard Hermkes and set new standards with its futuristic construction of glass and concrete. Today it is under heritage protection as one of the last examples of prestressed concrete construction in Hamburg. On November 14, 2012, the City of Hamburg, represented by the Ministry of Economics, Transportation, and Innovation/City Grossmarkthalle Management, and Mehr! Entertainment signed an agreement for the construction of a theater in a section of the 40,000 m²-large Hamburg Grossmarkthalle. The Hamburg Ministry of Culture Office for the Protection of Historic Buildings was present at all the discussions and planning sessions. By complying with current requirements, it was possible to bring a new cultural site into connection with all of the market's present merchants and dealers.

This was an important step achieved toward the future. The goal is to open the Grossmarkt to a broader public with a sustainable concept and to establish a new cultural space.

The Mehr! Theater is completely integrated free-standing into the existing Hamburg Grossmarkthalle. The ceiling structure of prestressed concrete arches and the interior height of the Grossmarkthalle of close to 20 meters has been respectfully preserved in the architectural design of the theater and make an impressive feature of the theater.

The visionary theater, a veritable "quick-change artist," offers a wide variety of possibilities for theater and musical productions, shows, events, rock and pop concerts, as well as exhibitions. The auditorium is designed to seat audiences of up to 2,400 – standing audiences of up to 3,500. The flexible stage space can be varied from 320 m² to 1,440 m² and the stage can be view from up to four sides, making it usable for the widest variety of productions.

The auditorium, the foyer, and the bars are spaciouly and open designed; the interior construction dispenses with distracting partition walls and suspended ceilings. The building stands out, not only due to its unique construction, but also because of its direct link to the waterfront and as a future attraction at the east end of Speicherstadt Boulevard.

After only 15 months construction time, the Mehr! Theater am Grossmarkt was inaugurated by a concert by the London Symphony Orchestra.

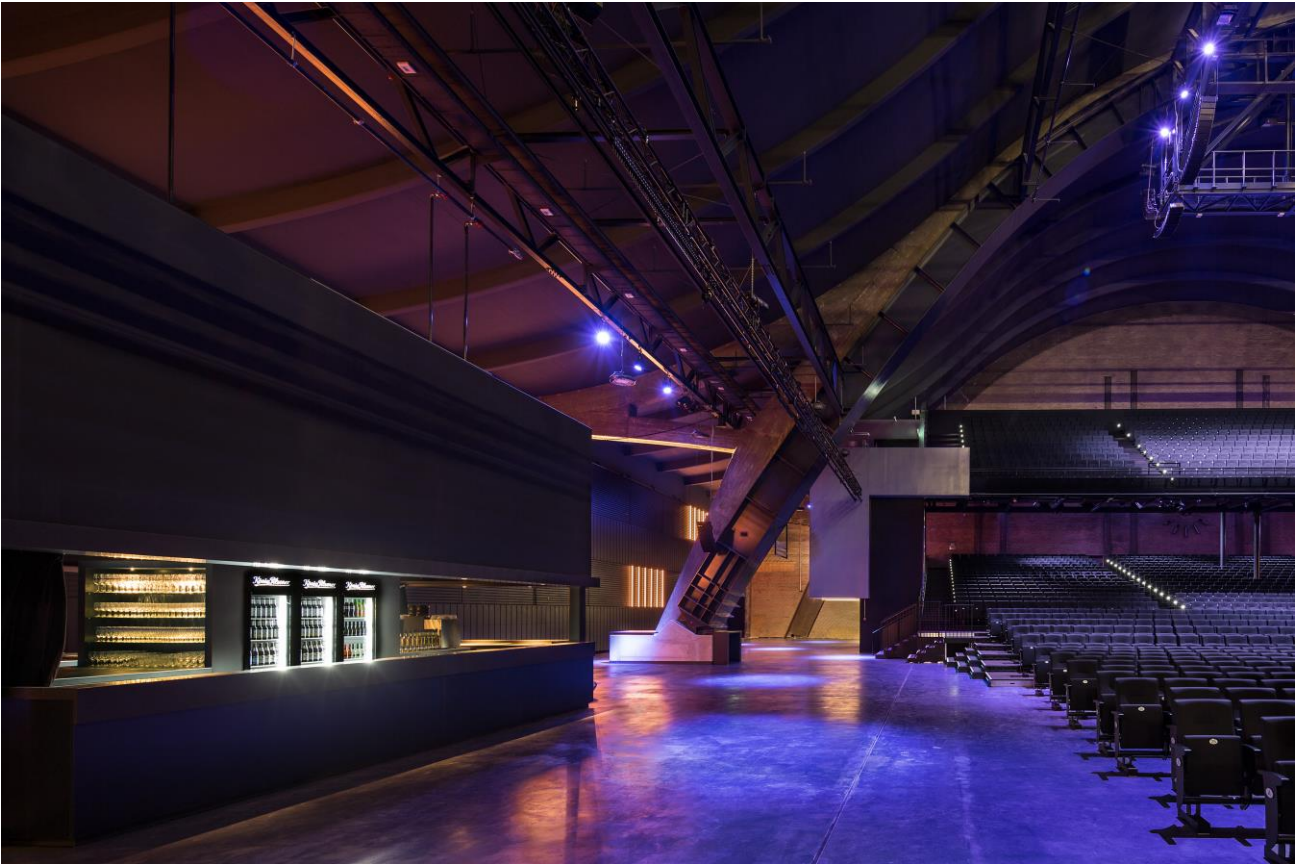
About Mehr! Entertainment

The Mehr! Entertainment Group, with headquarters in Düsseldorf, is one of the leading providers of live entertainment in German-speaking Europe. Mehr! Entertainment's activities span wide areas that include the development and production of new shows and innovative entertainment concepts, the production of internationally acclaimed musicals, the organization and staging of top quality events, musical events, concerts, comedy acts, as well as the managing of major tours and their marketing. Also part of the corporate group are the Hamburg concert promoters, a.s.s concerts & promotion gmbh as well as the ticket marketer, Deutsche Eintrittskarten TKS GmbH.

The Mehr! Entertainment Group is currently operating seven theaters in Germany: the Capitol Theater (Düsseldorf), the Musical Dome in Cologne, the Admiralspalast in Berlin, the Musical Theater Bremen, the Theater am Marienort in Duisburg, the Starlight Express Theater in Bochum and the the new Mehr! Theater am Grossmarkt in Hamburg. www.mehr-entertainment.de

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