



PRESS INFORMATION

26th March 2018

HOLLYWOOD COMES TO LONDON

14m high 'H' from original Hollywood sign centrepiece of show featuring a collection of important Hollywood memorabilia coming to The O2 this summer.

Film buffs and fans of the 'Golden Age of Hollywood' will be heading to The O2 this summer for The Heart of Hollywood World Tour – the must-see spectacular Hollywood showcase and memorabilia exhibition.

The world premiere is expected to attract thousands of people to London's leading entertainment venue between 21st June and 17th July before embarking on a 60-city, five-year tour.

Alongside the 'H', which is one of only four manmade structures that can be seen from space, will be original costumes and memorabilia from that Golden Age and films such as Superman, Funny Girl, Hello Dolly and The Wizard of Oz.

The man behind the tour is revered American artist Bill Mack. He bought the original sign in 2007 and painstakingly restored the 'H' while using the other panels to create iconic art. Commenting on bringing the show to London first, Mack said, "We are really looking forward to launching the show in London. London is a fantastic first stop for us and we are excited to share this piece of history with those keen to soak up a little glamour of that unforgettable Golden Age.

"The Hollywood sign is among the most famous structures in the world. This is a unique opportunity to see it, alongside the most iconic artefacts from the timeless movies we all hold close to our hearts."



PRESS INFORMATION

The Heart of Hollywood World Tour is very much an event for all ages – a chance to reminisce, learn and soak up the history and fascinating glamour of the time when the original Hollywood sign stood tall on the Hollywood Hills.

ORIGINAL HOLLYWOOD ‘H’

The centrepiece of the show is the worldwide symbol of the entertainment industry - the original 45 feet (14 metres) tall, 95 tons iconic ‘H’ from the original Hollywood sign. The ‘H’ stands taller than four London double decker buses.

This year marks the 40th anniversary since it was last seen in public. The world tour will culminate in 2023 – exactly 100 years since it first stood tall on the Hollywood Hills. This is a once in a lifetime chance to see and touch a true piece of history. This will be the first time that the ‘H’ has been seen outside of the USA and will give people the chance to follow in the footsteps of Hollywood greats like Marilyn Monroe, John Wayne, Steve McQueen, Charlie Chaplin, Greta Garbo and Bette Davis who all touched the sign for good luck.

Hollywood movies, laser and light show projections on to the original ‘H’, as well as live stage entertainment will make it the Number One Showbiz event in London this summer.

HOLLYWOOD MEMORABILIA EXHIBITION

Alongside the ‘H’ will be an important collection of Hollywood memorabilia. The artefacts are from the Hollywood Museum, Los Angeles, and other private collections, including that of the tour’s founder and artist Bill Mack. Many of items have never been seen before in public. These include:

- Batman and Robin’s costumes from the original TV series and films
- Clarke Gable’s suits from ‘It Happened One Night’ and ‘Gone With the Wind’



PRESS INFORMATION

- Elvis Presley's black stage suit and gold ring
- Christopher Reeve's Superman costume
- Marilyn Monroe items including the chair from her final photoshoot , her bed, dresses, jewellery and contracts
- Signed fedora hat worn by Michael Jackson
- 1862 Ludwig drum Kit used by the Beatles on their early hit singles 'Love Me Do', 'PS I Love You' and 'Please Please Me' as well as other Beatles-signed items
- Alfred Hitchcock's sketches
- Feather boa and boots worn by Barbra Streisand in the movie Hello Dolly
- Five sets of costume memorabilia from the Wizard of Oz - Tin Man, Dorothy, Wicked Witch, Scarecrow and Lion
- Original motorbike from Men in Black

HOLLYWOOD ART GALLERY

The show will feature a special 'Hollywood Art Gallery' showing exclusively the work of Bill Mack. Mack's works include: original paintings of Hollywood starlets on to other parts of the original Hollywood sign; unique and limited editions of 50 images painted on metal from the Hollywood sign; and prints on board with a small piece of the Hollywood sign. Many of Mack's original Hollywood pictures include personal effects from the subject – from Marilyn Monroe's hair to a piece of the t-shirt worn by Steve McQueen in The Great Escape. This will be the first time Mack's Hollywood collection has exhibited in London and will include his revered paintings of Audrey Hepburn, the 'Godfather' Marlon Brando, Grace Kelly and Frank Sinatra to name a few.

FACTS ABOUT THE 'H'

- The 'H' stands the height of four London double decker buses.



PRESS INFORMATION

- The 'H' symbolised everything that was Hollywood and to touch the sign was a right of passage for all aspiring actors and actresses.
- Erected in 1923 to advertise a residential development called Hollywoodland but soon became synonymous with the glamour and excitement of the film industry in Los Angeles.
- The original sign stood for 55 years - in 1978 the sign was in very poor condition and following a fundraising campaign by the great and the good of Los Angeles, the sign was replaced.
- Placed in storage until 2007, when world-renowned artist and sculptor Bill Mack acquired it.
- In 2012 Bill and his team painstakingly identified the metal panels that made the original letter 'H', the most significant piece of the sign.

The attraction will also include opportunities to be photographed with the sign and an American café. An 'H' gift shop will sell art and gift items including - t-shirts, brochures, Hollywood books, key rings, miniature 'H' Statues, 'H' sign documentary on DVD, a piece of the sign in a presentation box, framed photographic collage and show programmes.

VENUE

About The O2:

The O2 is the world's most popular music and entertainment venue. Since opening in 2007, it has been visited by more than 60 million people and picked up awards including: Venue of the Year at the Music Week Awards, Venue of the Year at the Event Awards, Venue of the Year at the AEO Awards, Pollstar International Arena of the Year (nine consecutive years), Venue Team of the Year at the Event Awards, Best New Major Concert Venue, Venue of the Year at The Event Services Association and Favourite Venue at the TPI Awards.



PRESS INFORMATION

In addition to the arena, The O2 is also home to indigo at The O2, a live performance space; an 11-screen Cineworld complex; Up at The O2 – an experience that allows visitors to walk across the roof of The O2; the 12-lane boutique Hollywood Bowl; and The Avenue, which features 26 bars and restaurants.

PARTNERS

Official Supporter - Los Angeles Tourism & Convention Board

Los Angeles Tourism & Convention Board is a private, non-profit business association whose primary mission is to market and promote Los Angeles as the premier site for leisure travel, meetings and conventions as the City's official tourism marketing organisation.

Official Hotel Partner – The Savoy

Perfectly placed in the heart of one of the world's most exciting cities and the only luxury hotel on the banks of the River Thames, The Savoy is just steps away from the colour and vibrancy of Covent Garden and a short taxi or boat ride to renowned London landmarks or to the ultimate designer shopping destinations of Knightsbridge, Mayfair and Chelsea.

The Savoy is an iconic hotel brilliantly reinvented for the 21st century, where the glamour of 128-years of history sparkles with a new lustre.

Official Charity Partner – No Predators

Boudica Films, a leading UK finance and production company, launched its 'No Predators' campaign in the wake of the #MeToo movement to support women in film to support access to legal advice, to advocate for equality in the industry, mentor and provide employment opportunities for women in film.



PRESS INFORMATION

BOOKING & ATTRACTION DETAILS:

Tickets are on sale now from www.theo2.co.uk from March 2018.

Further information from www.heartofhollywoodtour.com

Attraction is open from 10-5pm. The exhibition is open to the public from 21st June – 17th July.

Nearest Tube – North Greenwich.

Attraction tickets allow you to spend one-hour in the attraction.

FOR FURTHER INFORMATION

Murray Harkin, Head of PR

Purple Tangerine

Murray.harkin@purpletangerine.com

07909 902741