


Madame  
Tussauds  
SYDNEY 

which is still millic  
people have  
through the  
Madame T  
since they first  
over 200 years  
it remains just  
popular as it ever was



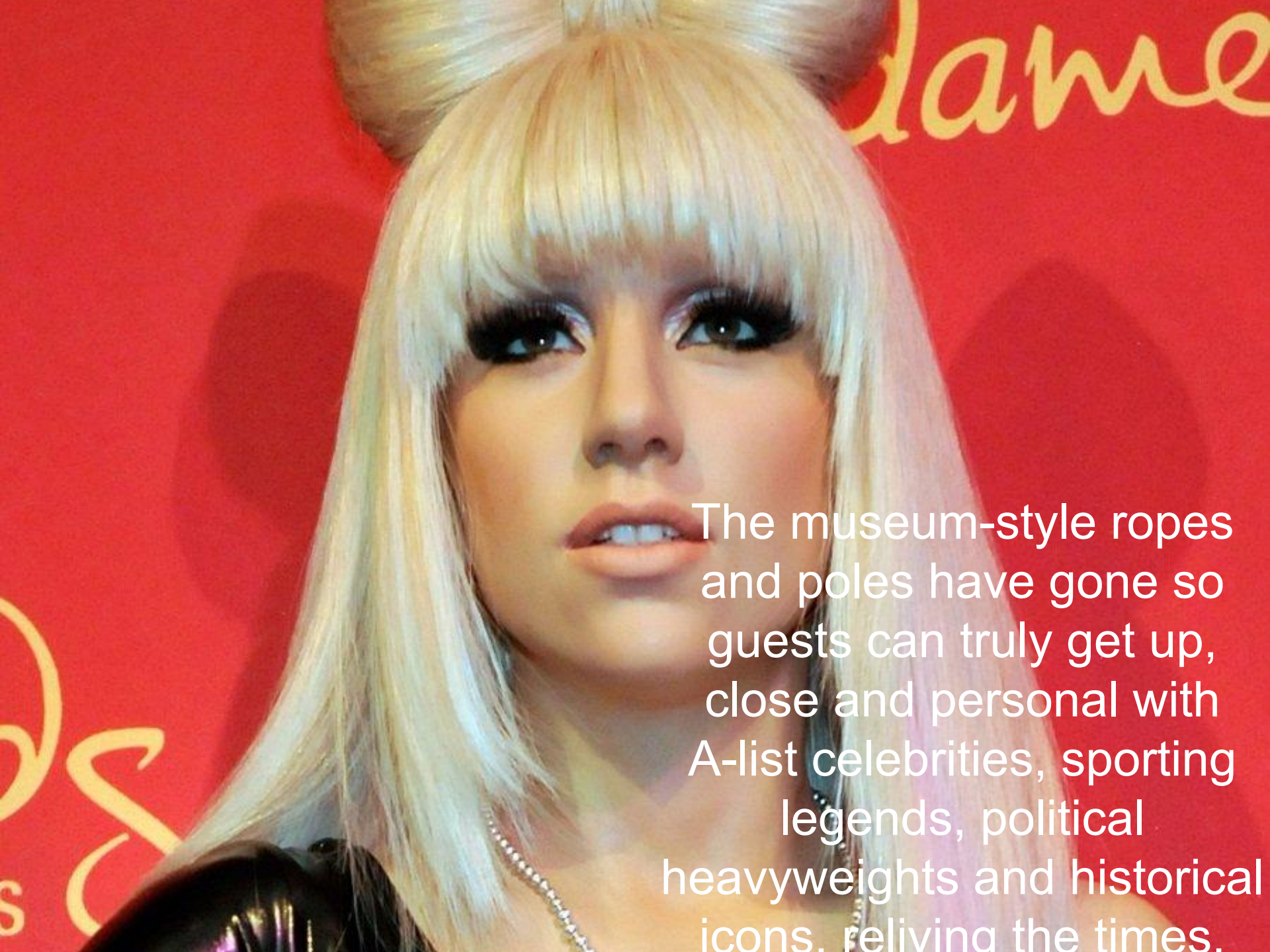


There are many reasons for this enduring success, but at the heart of it all is good, old-fashioned



Today's visitors are sent  
on a unique,  
emotionally-charged  
journey through the

SANKA 7 A.O.

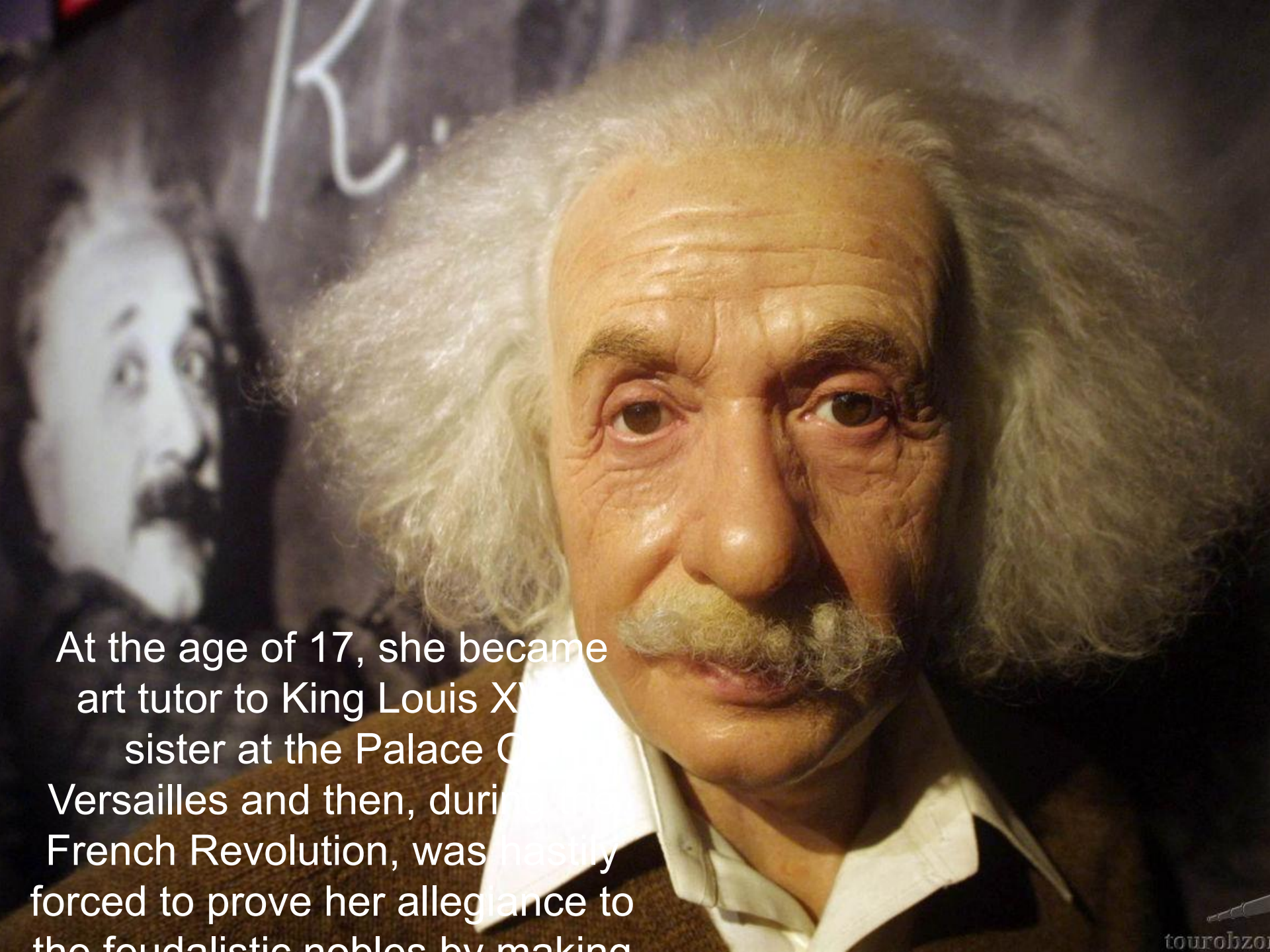


The museum-style ropes and poles have gone so guests can truly get up, close and personal with A-list celebrities, sporting legends, political heavyweights and historical icons, reliving the times.

# Madame Tussauds LONDON

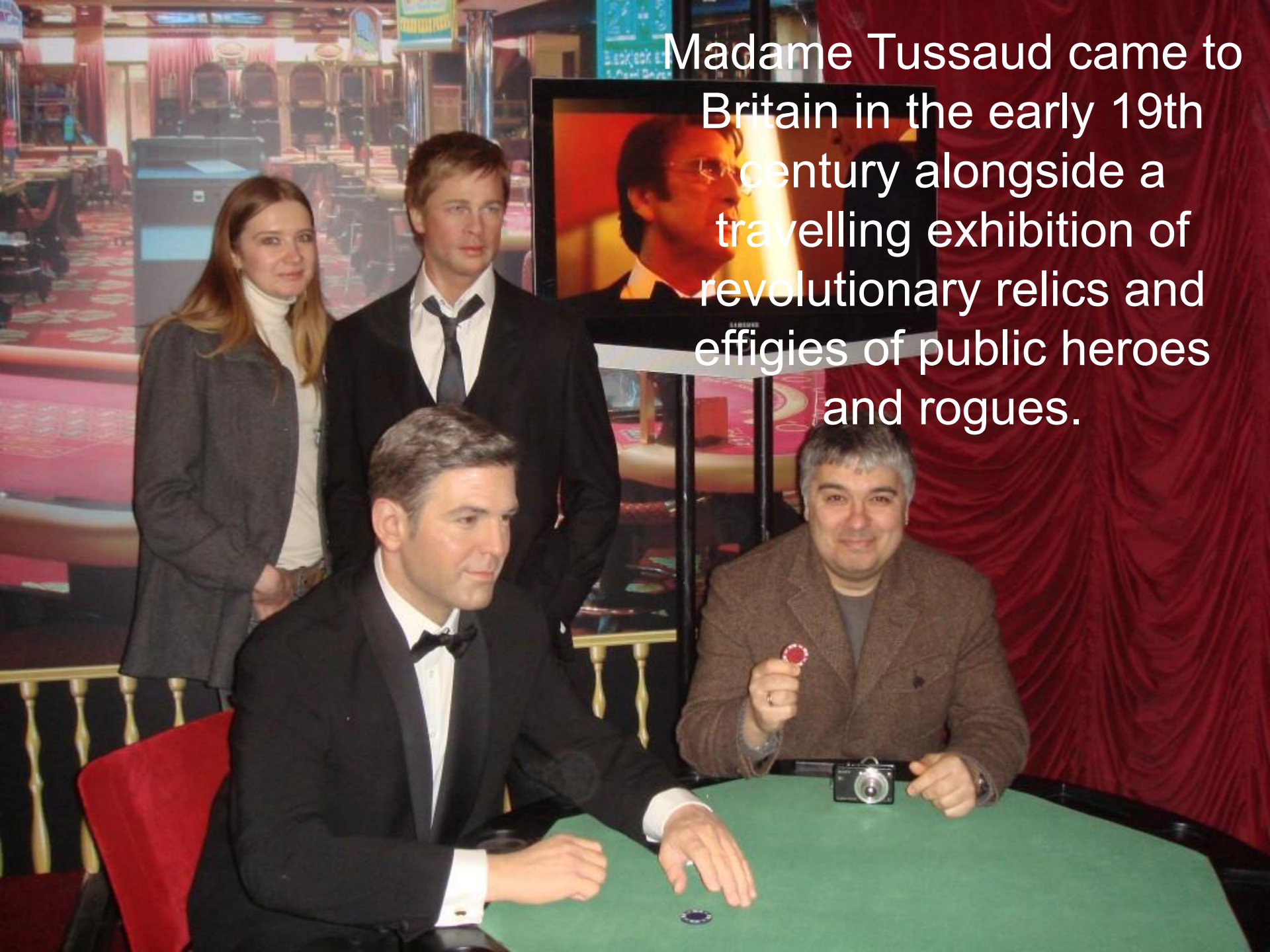
From France to Britain

The attraction's history is a rich and fascinating one, with roots dating back to the Paris of 1770. It was here that Madame Tussaud learnt to model wax

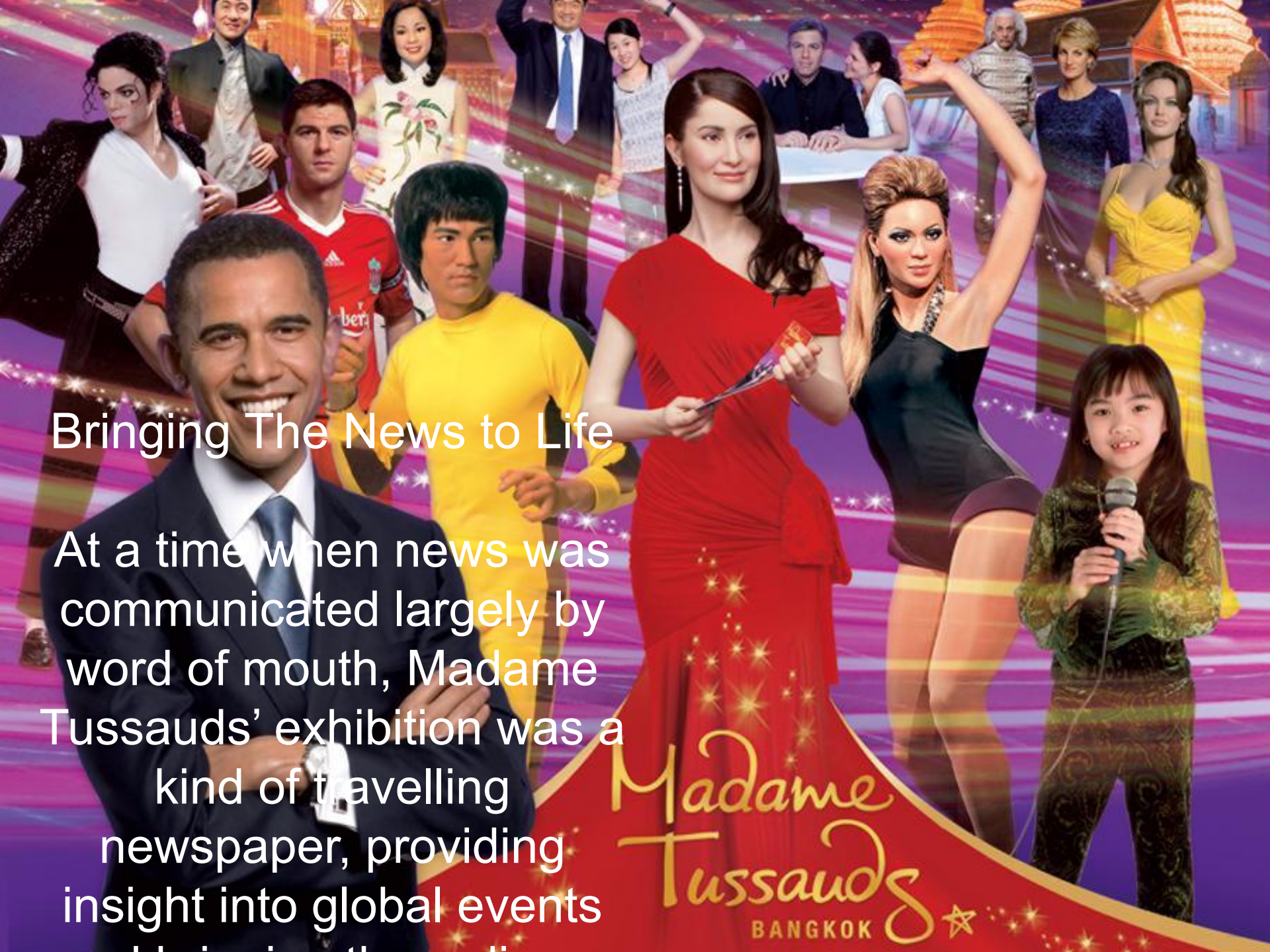


At the age of 17, she became  
art tutor to King Louis XVI's  
sister at the Palace of  
Versailles and then, during the  
French Revolution, was hastily  
forced to prove her allegiance to  
the feudalistic nobles by making

Madame Tussaud came to Britain in the early 19th century alongside a travelling exhibition of revolutionary relics and effigies of public heroes and rogues.



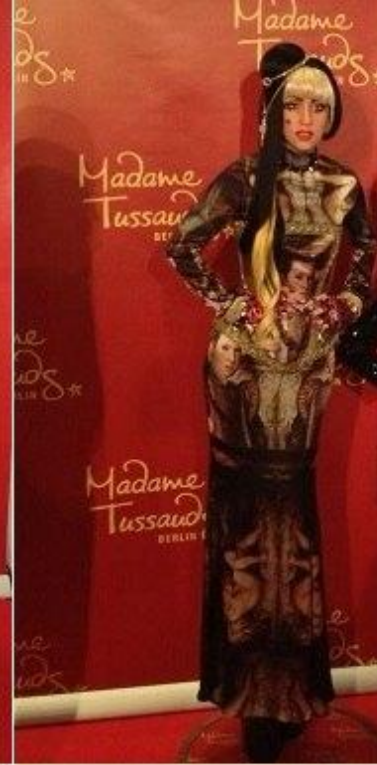




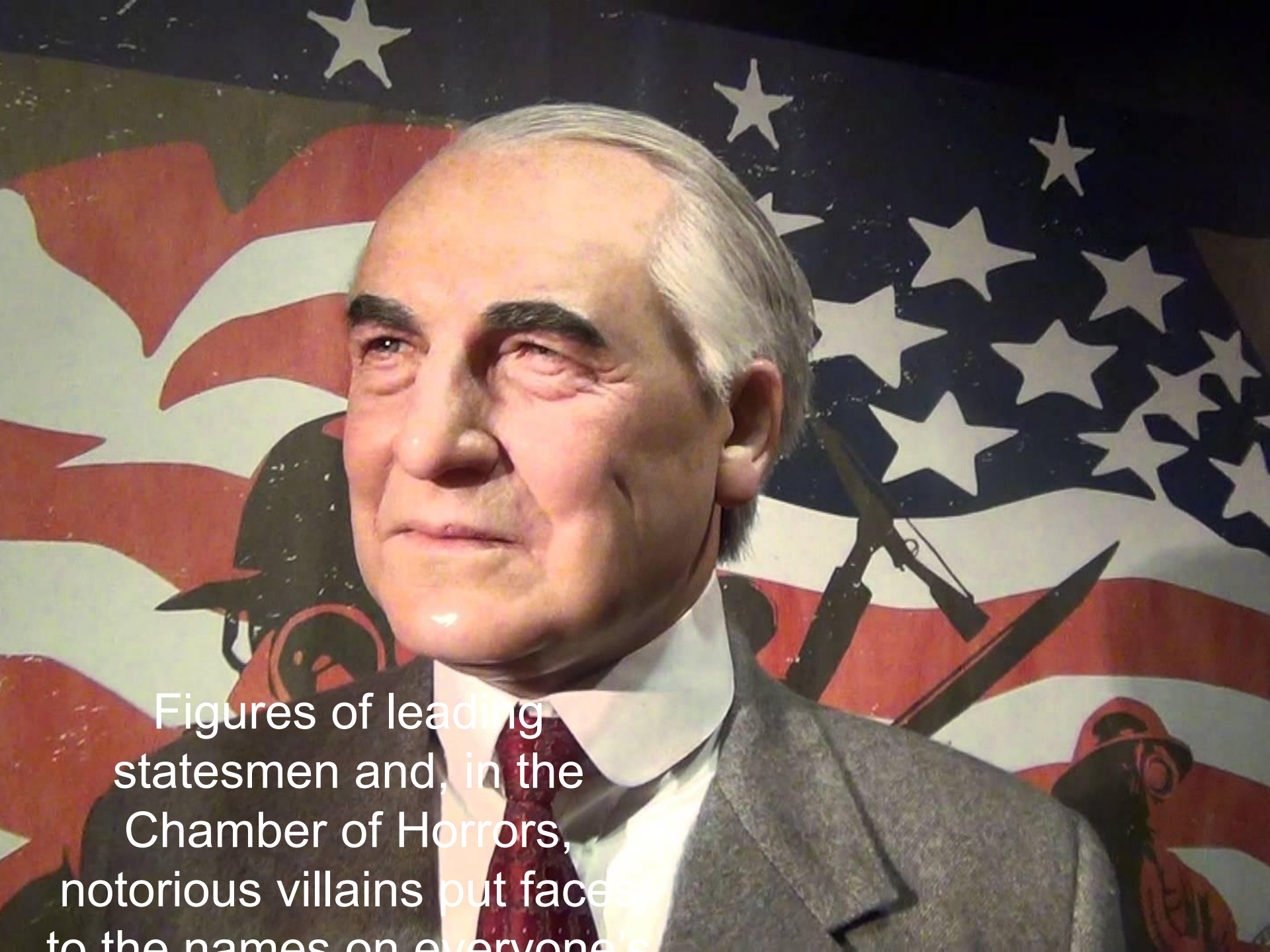
Bringing The News to Life

At a time when news was communicated largely by word of mouth, Madame Tussauds' exhibition was a kind of travelling newspaper, providing insight into global events

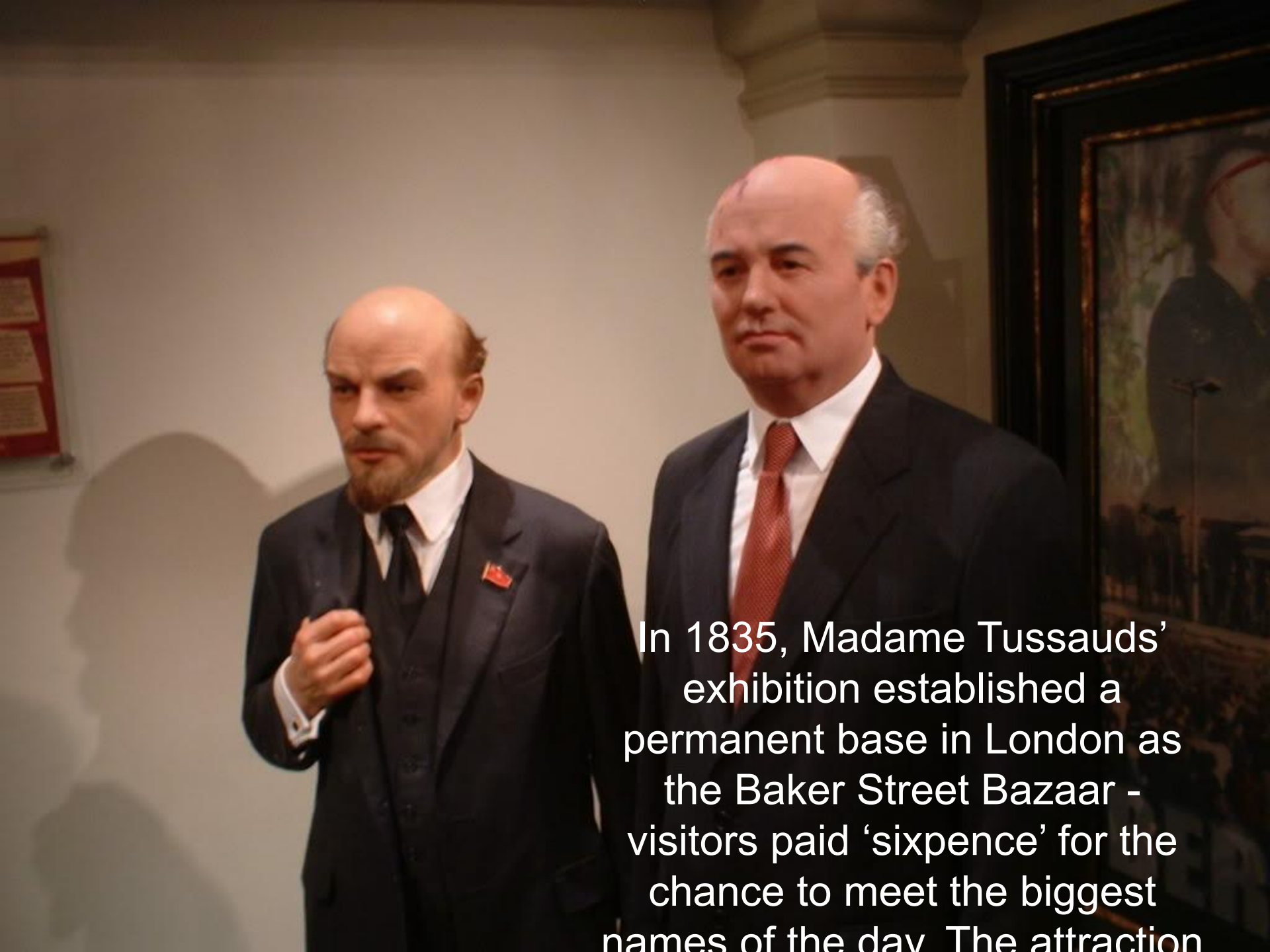
Madame  
Tussauds  
BANGKOK



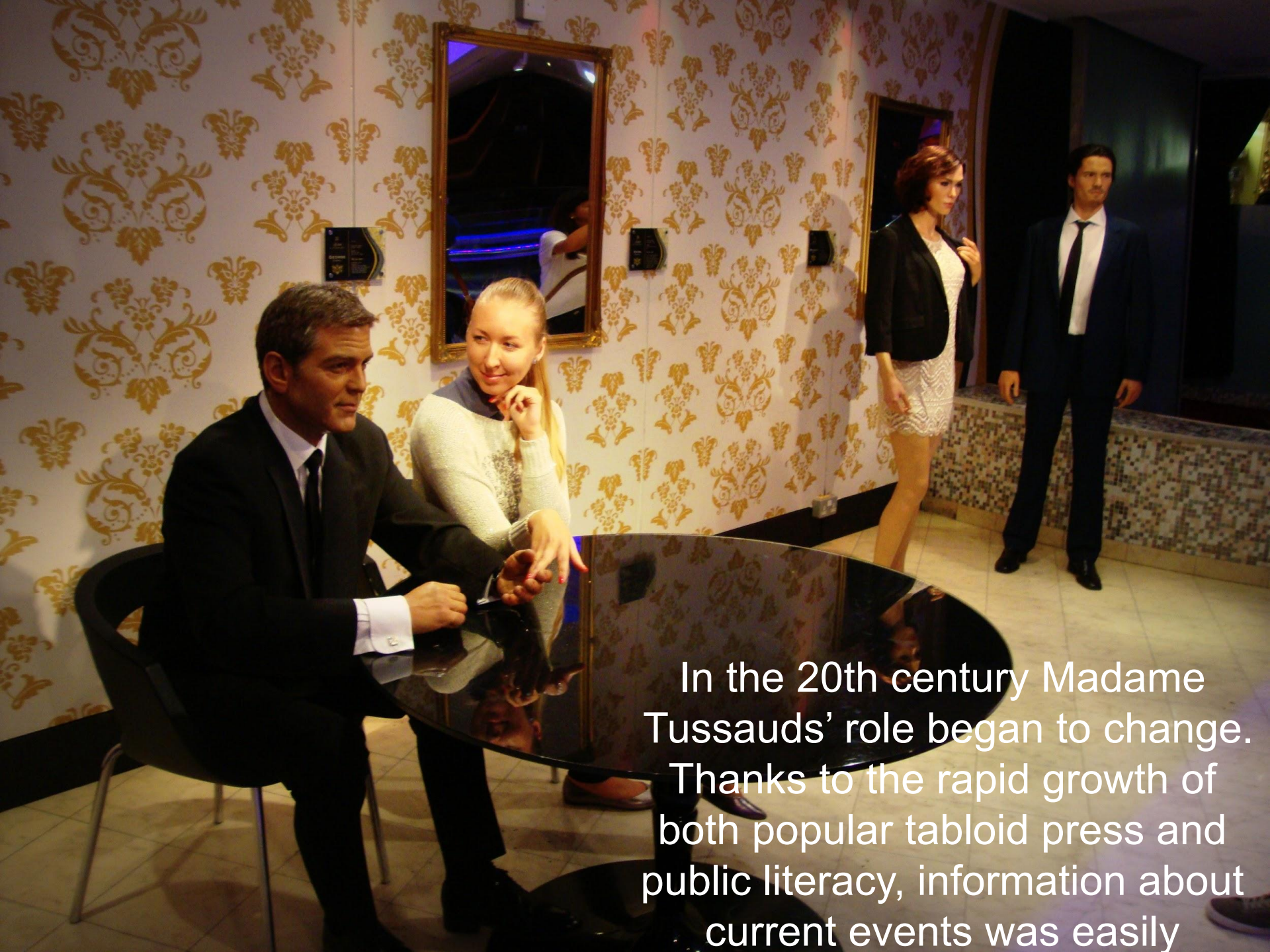
Priceless artefacts from the French Revolution and Napoleonic Wars brought to vividly life events in Europe which had a direct bearing on



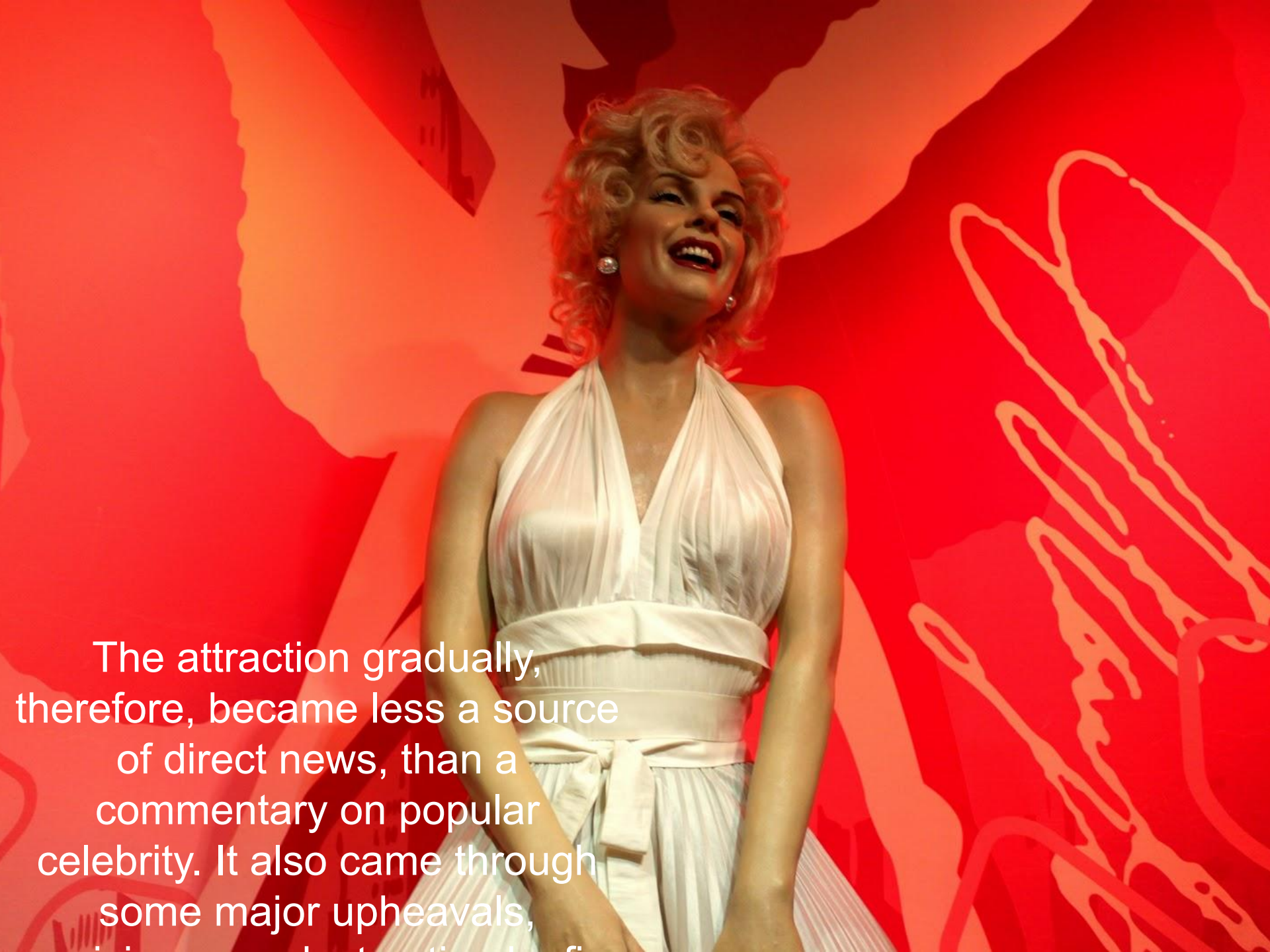
Figures of leading statesmen and, in the Chamber of Horrors, notorious villains put faces to the names on everyone's



In 1835, Madame Tussauds' exhibition established a permanent base in London as the Baker Street Bazaar - visitors paid 'sixpence' for the chance to meet the biggest names of the day. The attraction



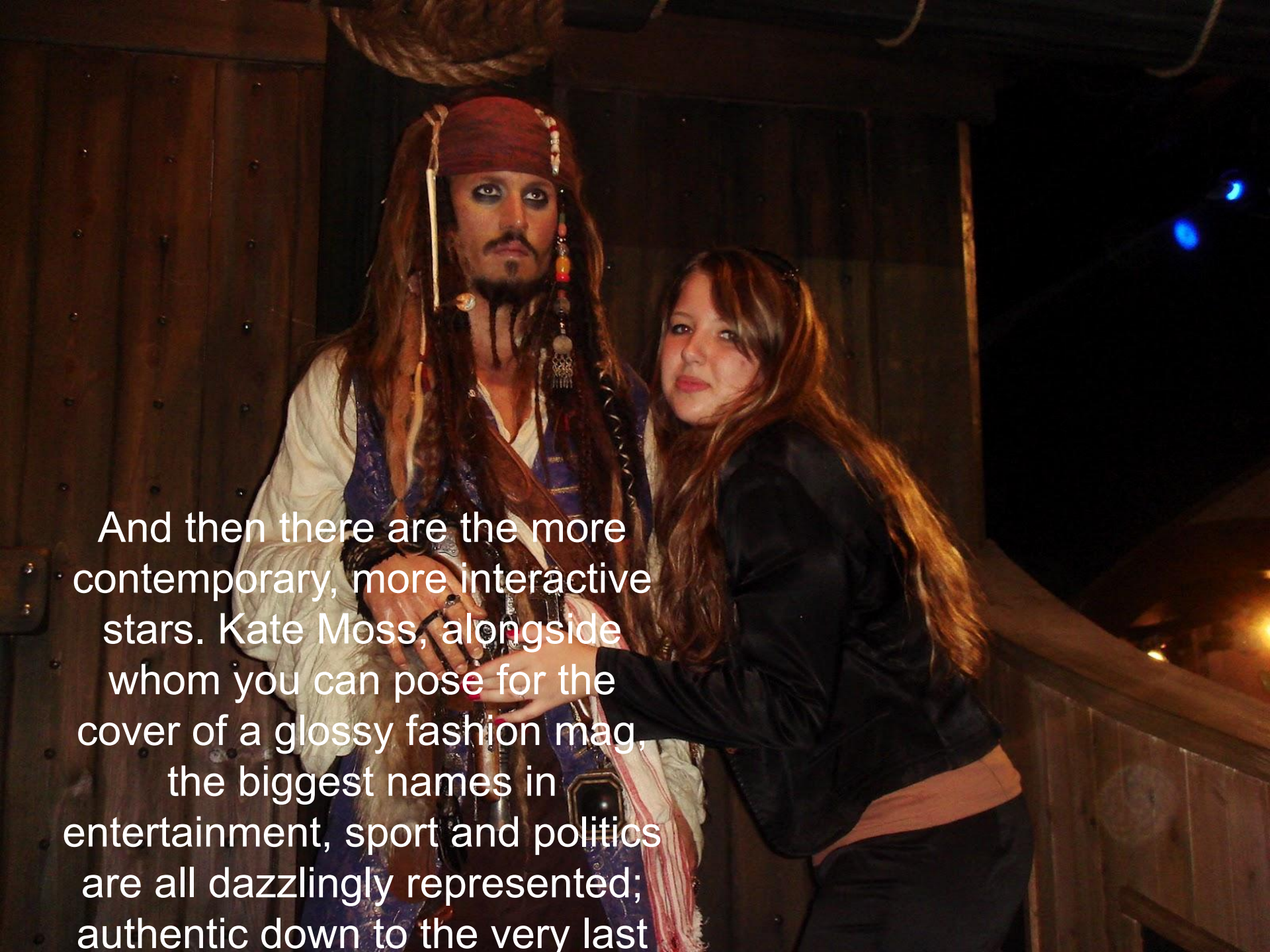
In the 20th century Madame Tussauds' role began to change. Thanks to the rapid growth of both popular tabloid press and public literacy, information about current events was easily



The attraction gradually, therefore, became less a source of direct news, than a commentary on popular celebrity. It also came through some major upheavals,



Today, Madame Tussauds is bigger and better than ever, combining its diverse history with the relentless glamour, intrigue and infamy of 21st century

A woman with long brown hair, wearing a black jacket, is posing with a man dressed as Jack Sparrow. The man has long brown hair, a red bandana, and is wearing a white shirt and a blue vest. They are standing in a dark, wooden environment, possibly a ship's interior. The woman is leaning towards the man, and they are both looking at the camera. The background is dark with some blue lights visible in the distance.

And then there are the more contemporary, more interactive stars. Kate Moss, alongside whom you can pose for the cover of a glossy fashion mag, the biggest names in entertainment, sport and politics are all dazzlingly represented; authentic down to the very last





Madame Tussauds continues regularly to add figures that reflect contemporary public opinion and celebrity popularity – Bollywood kings like Shah Rukh Khan; Hollywood sirens such as Nicole Kidman; non



The attraction also continues to expand globally with established international branches in New York, Hong Kong, Las Vegas, Shanghai, Amsterdam and Washington DC soon to be joined by new outlets in Berlin (July 2008) and Hollywood (2009) – all with the same rich mix of interaction, authenticity,

A visit to Madame Tussauds is essential – where else can you savour two centuries of fame and notoriety and tell the great and good exactly what you think of them? It'll be your most famous day out ever!

