


Madame  
Tussauds  
SYDNEY 



which is said millions of  
people have walked  
through the doors of  
Madame Tussauds  
since they first opened  
over 200 years ago  
it remains just as  
popular as it ever was





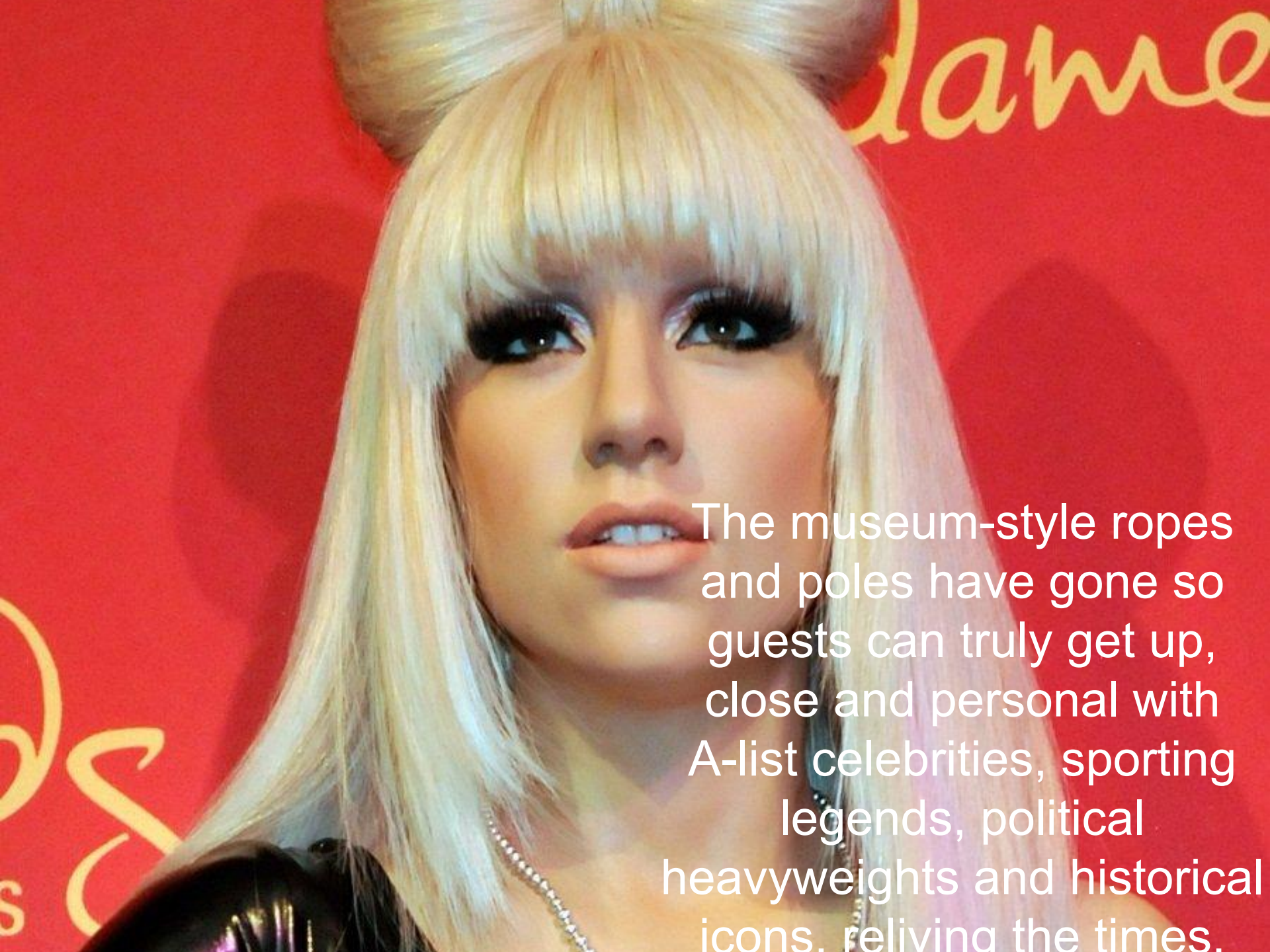
There are many reasons  
for this enduring success,  
but at the heart of it all is  
good old-fashioned





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

SANKA7A.Q



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.

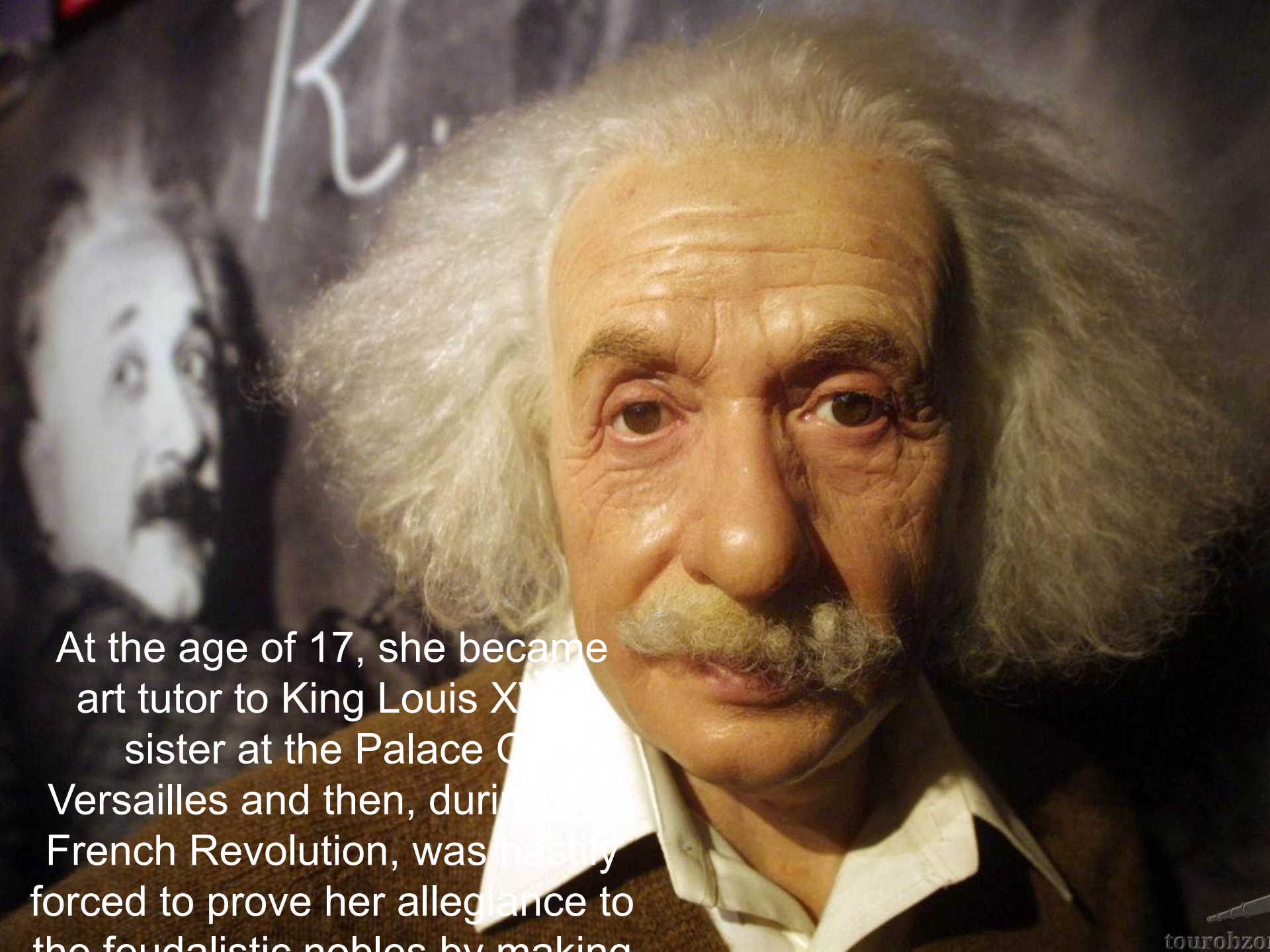


# Madame Tussauds LONDON

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

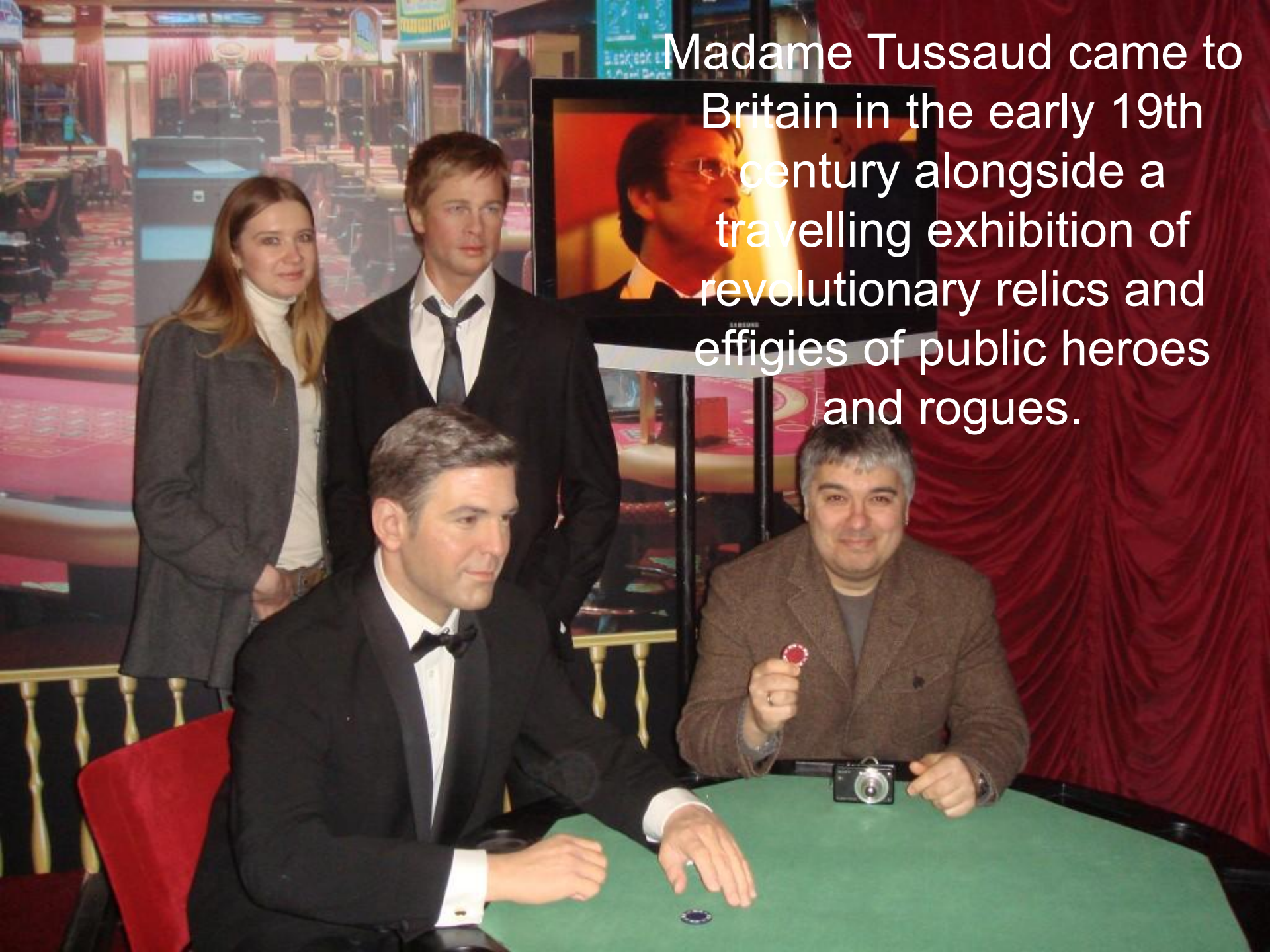




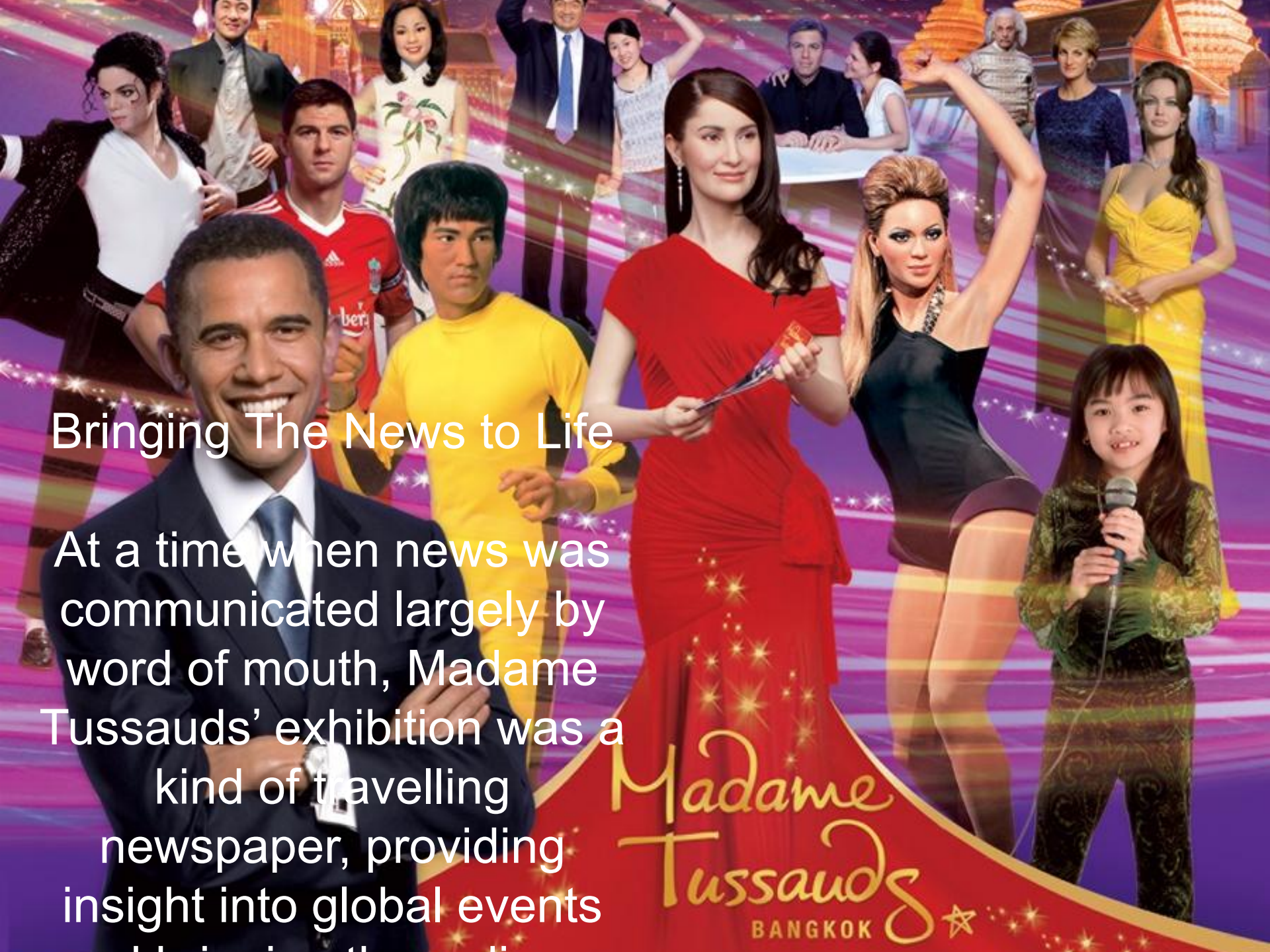
At the age of 17, she became  
art tutor to King Louis XVI's  
sister at the Palace of  
Versailles and then, during the  
French Revolution, was hastily  
forced to prove her allegiance to  
the feudalistic nobles by making



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

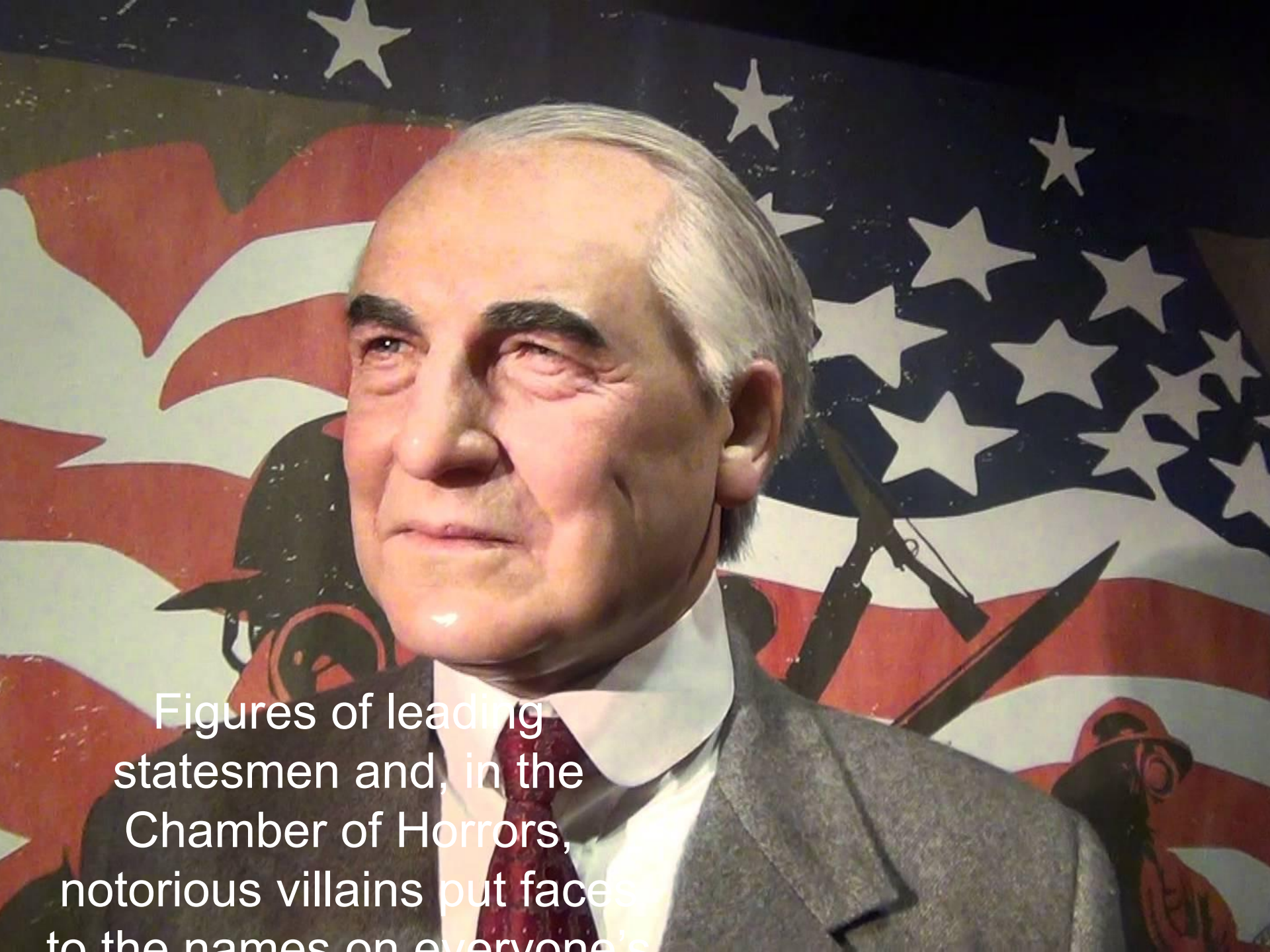
Madame  
Tussauds  
BANGKOK





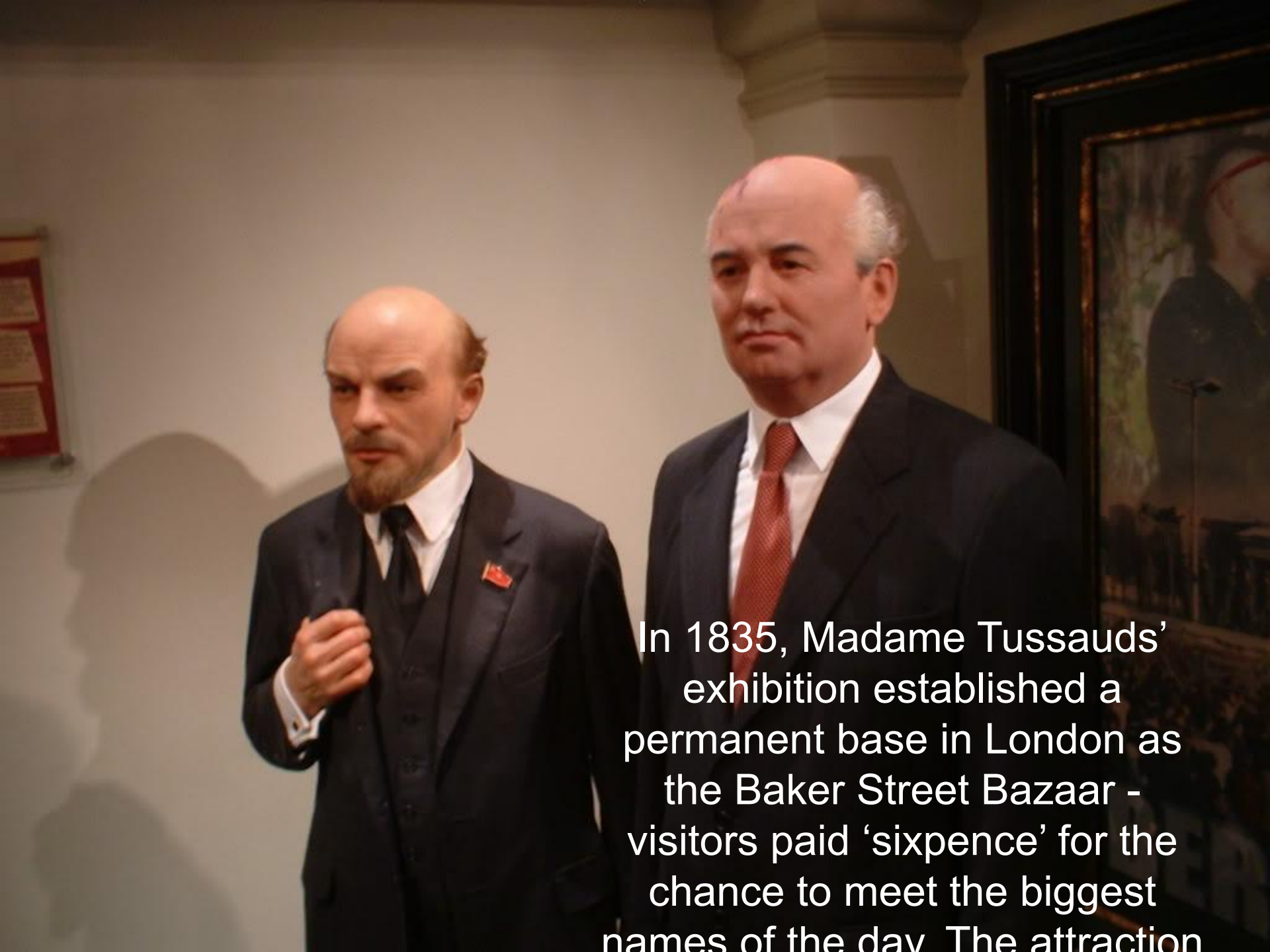
Priceless artefacts from  
the French Revolution  
and Napoleonic Wars  
brought to vividly life  
events in Europe which  
had a direct bearing on





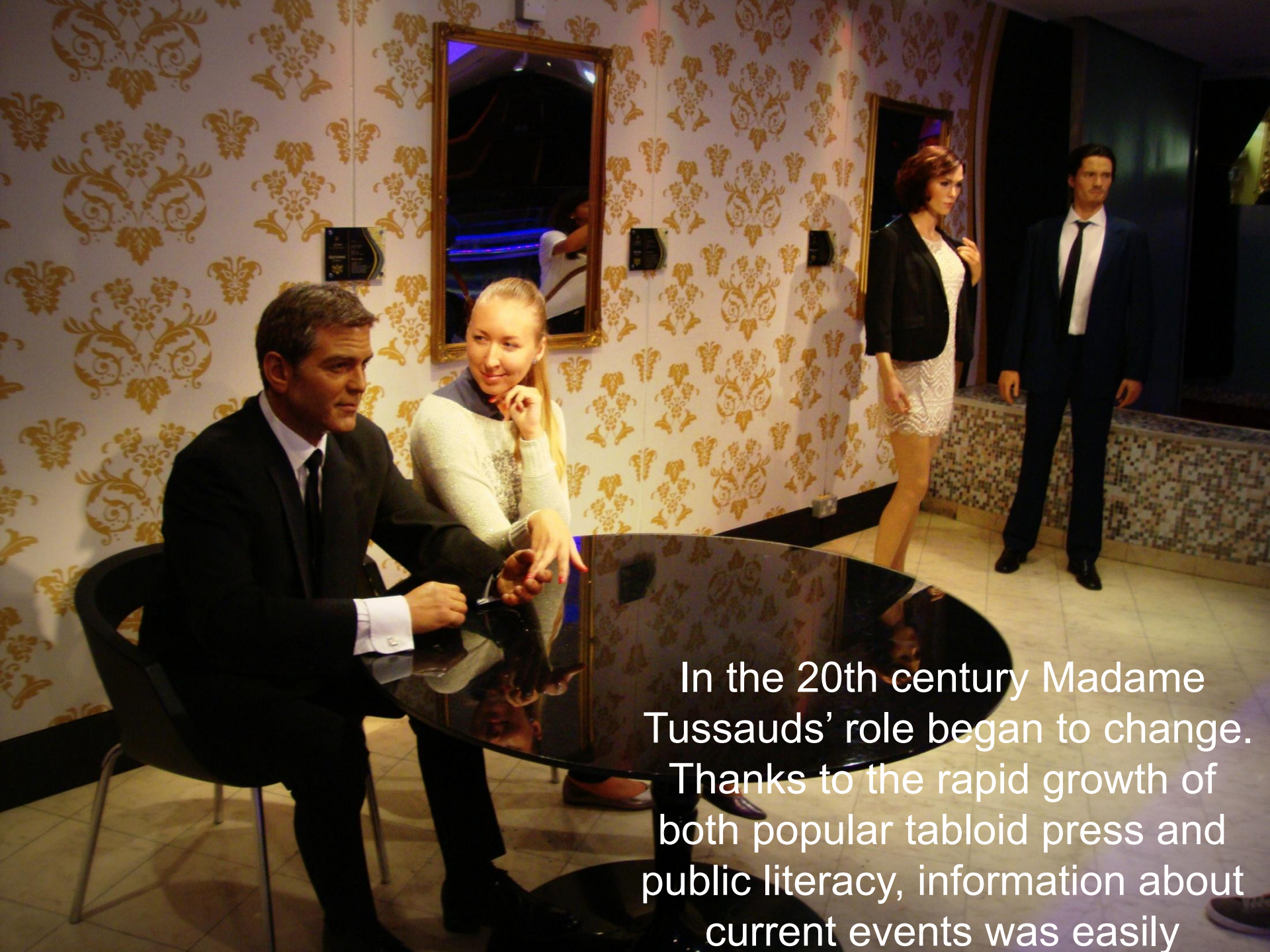
Figures of leading  
statesmen and, in the  
Chamber of Horrors,  
notorious villains put faces  
to the names on everyone's





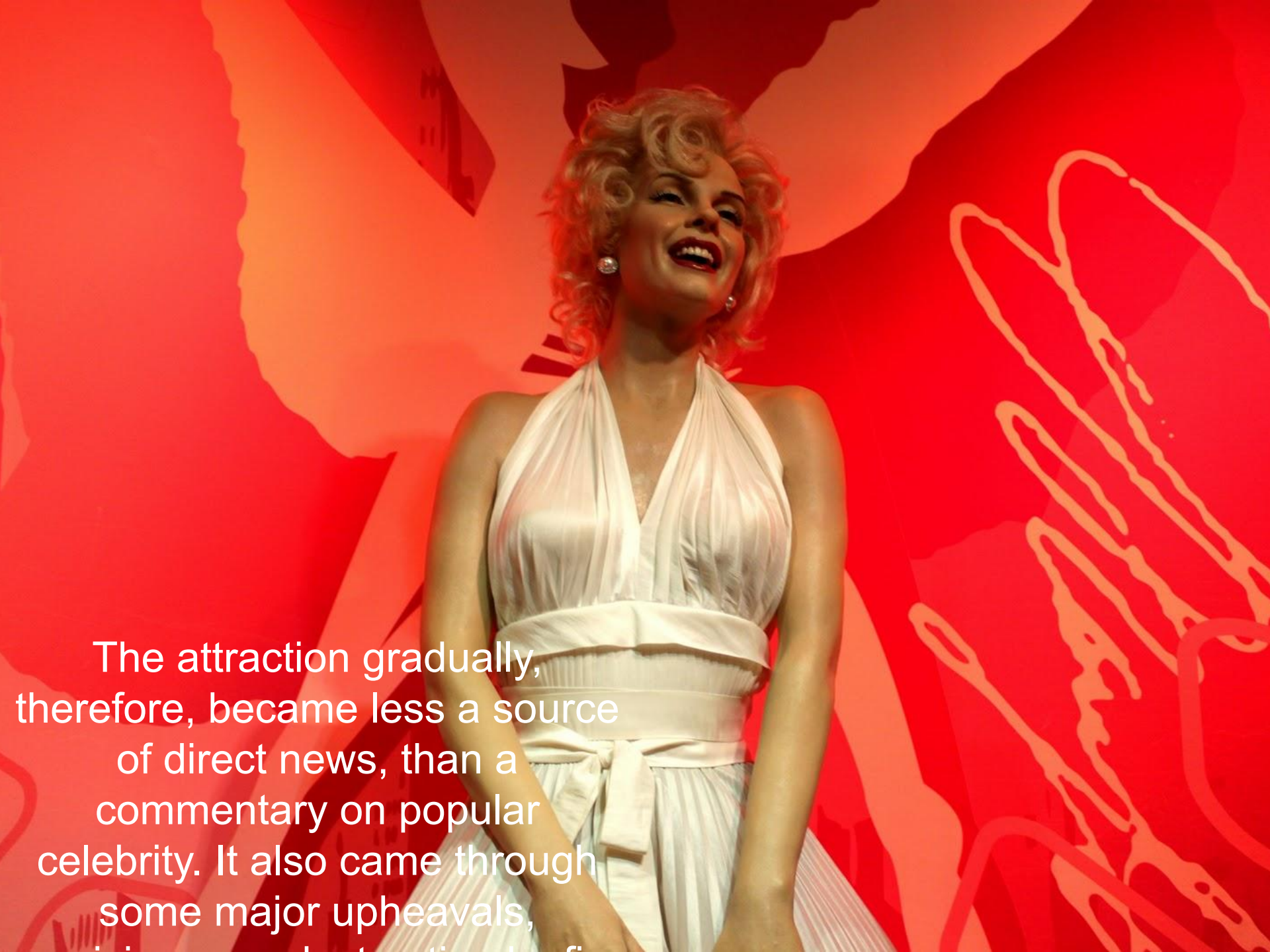
In 1835, Madame Tussauds' exhibition established a permanent base in London as the Baker Street Bazaar - visitors paid 'sixpence' for the chance to meet the biggest names of the day. The attraction





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





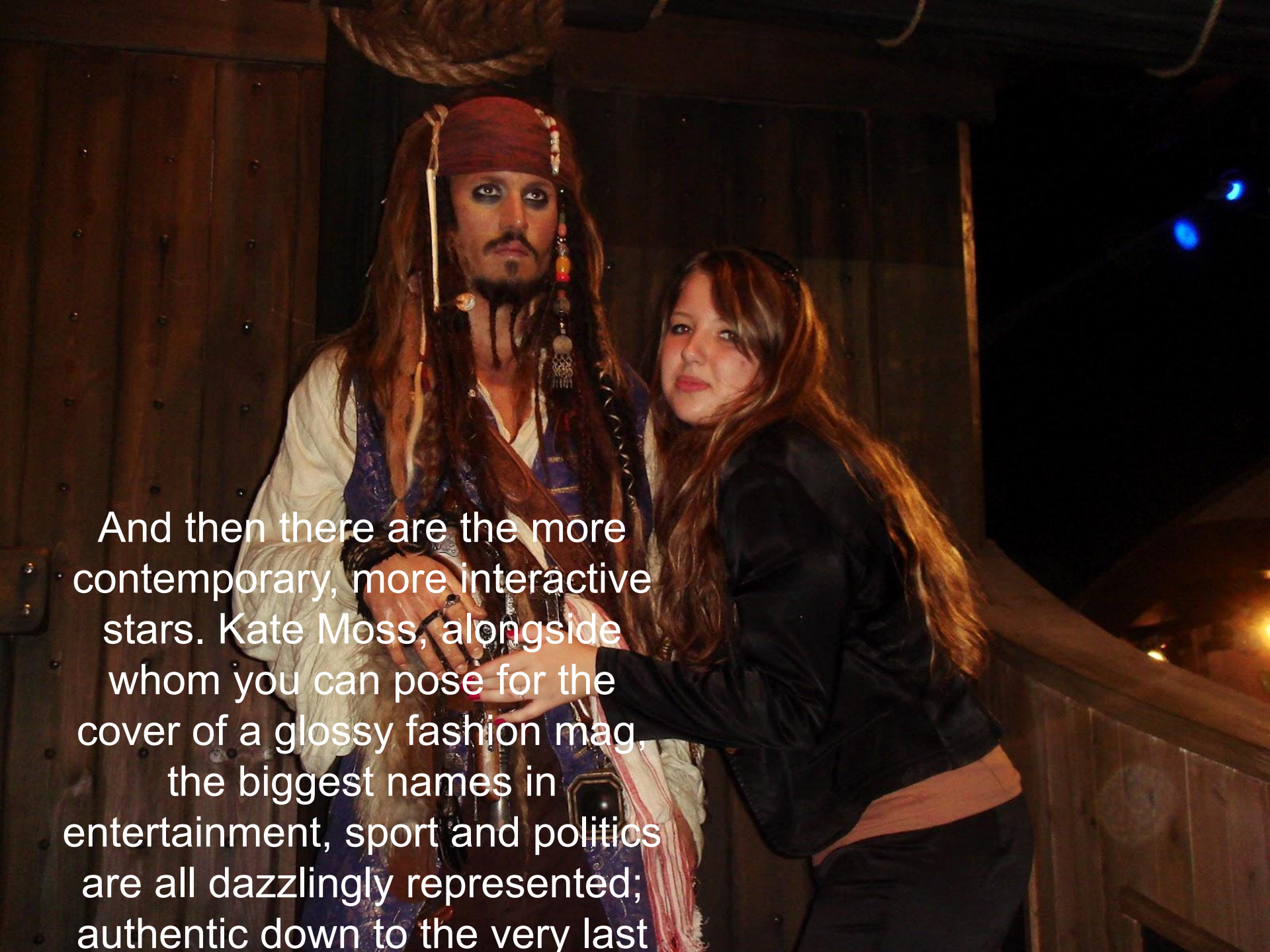
The attraction gradually, therefore, became less a source of direct news, than a commentary on popular celebrity. It also came through some major upheavals, which have not been mentioned in the





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





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; pop





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!

