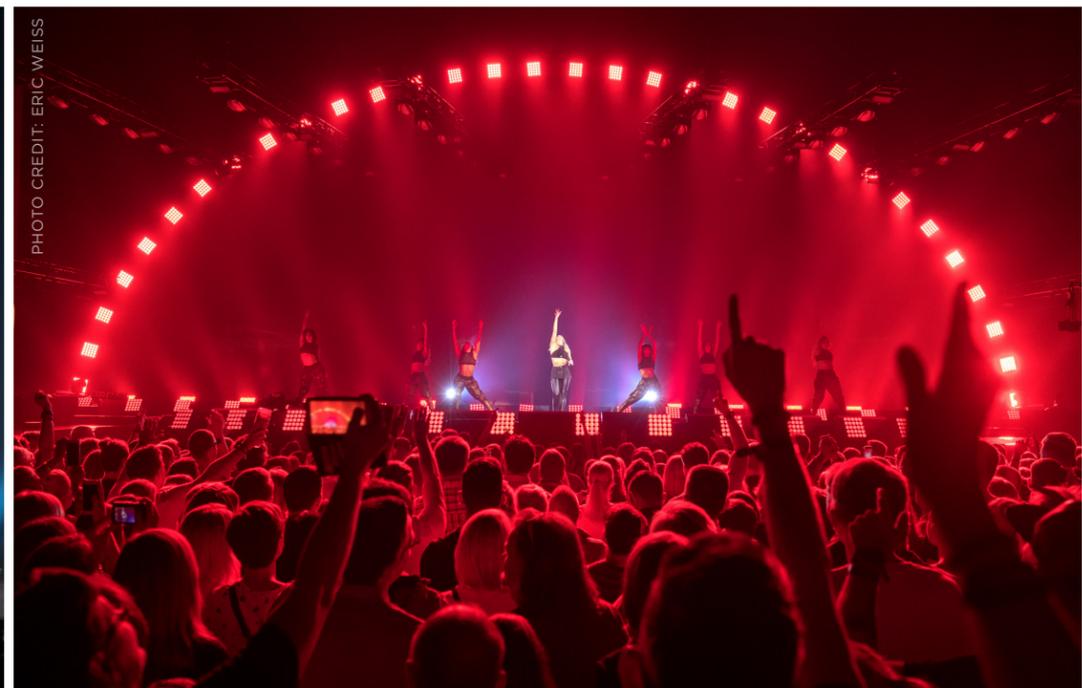
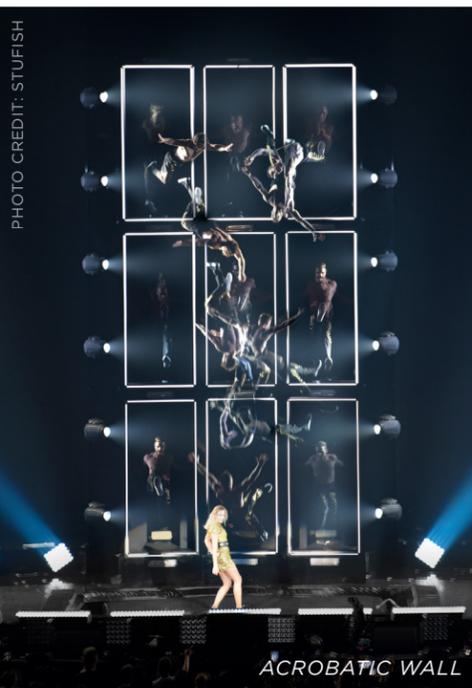


4<sup>5</sup> DEGREES

A DIVISION OF CIRQUE DU SOLEIL.

**SHOW DESIGN FOR  
HELENE FISCHER  
LIVE 2017-2018  
PRESS KIT**



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## SHOW DESIGN FOR HELENE FISCHER

LIVE 2017-2018

**PRESS RELEASE** P.6

**BOILERPLATE** P.8

**BEHIND THE SCENES** P.10

**COMPANY OVERVIEW** P.12

**BIOGRAPHIES** P.16

**FAST FACTS** P.20

**CREDITS** P.22

**APPENDIX I - TOUR DATES & VENUES** P.24

**CONTACT** P.26

# HELENE FISCHER MANDATED 45 DEGREES, CIRQUE DU SOLEIL'S EVENTS AND SPECIAL PROJECTS COMPANY, TO DESIGN HER GROUND-BREAKING NEW TOUR

## THE CIRQUE DU SOLEIL COMPANY CREATED AND DESIGNED THE TOUR FOR GERMAN POP ICON, HELENE FISCHER

45 DEGREES, Cirque du Soleil's events and special projects company, has teamed up with Helene Fischer, one of the most celebrated German singers of all time, to provide complete show design services for her latest tour which premiered on September 12th in Hanover. This venture into the live music industry confirms 45 DEGREES' focus to expand Cirque du Soleil's live entertainment offering and capabilities. Established to create and deliver content for special projects and exclusive events, 45 DEGREES can be credited for some of the biggest productions in the world, including performances at the XLVI Super Bowl Halftime Show, the 84th Academy Awards, Eurovision and the NBA All-Star Game's Opening Show.

45 DEGREES has put forth the storytelling strength Cirque du Soleil is renowned for in this new Helene Fischer tour. In designing the pop icon's show, they provided a full range of services from creation to production, including artistic direction, lighting, choreography (dance and acrobatics), SFX and props design, video content, costumes, hair and makeup, as well as pyrotechnics. The events and special projects company collaborated with Semmel Concerts, the producer of Helene Fischer's Tour, and with Entertainment Architects STUFISH, long-standing partner of 45 DEGREES, on the stage design.

"45 DEGREES is now positioned to offer turnkey show design services in the live music industry. The experience and expertise earned over the years through the development of Cirque du Soleil's one-of-a-kind events and special projects has equipped our team with the skills and creative capabilities to take on this challenge" said Yasmine Khalil, President of 45 DEGREES.

"Every time I work on a new tour, I try to push the boundaries of creativity in entertainment a little bit further," said the pop star Helene Fischer. "Working with 45 DEGREES has been a delight and I am really impressed by their creativity and professionalism. They were determined to give my fans an impressive show, and that is what they did."

As a singer, a television presenter, an actress, and all-round entertainer, Helene Fischer is widely considered one of the most successful German musical artists of all time. Since her debut in 2005, she has broken several records and won numerous awards, including 12 Echo Awards and a World Music Award. In total, she has sold more than 10 million albums, and in June 2014, her multi-platinum album *Farbenspiel* became the most downloaded album from a German artist. Helene Fischer's highly anticipated tour, expected to draw millions of devoted fans, kicked off in Hanover, Germany, with additional dates lined up throughout the country as well as Switzerland and Austria. Click [HERE](#) for full list.

**OVER THE LAST 17  
YEARS, 45 DEGREES  
HAS DELIVERED OVER  
1,500 PROJECTS  
VIEWED BY OVER  
3 BILLION PEOPLE  
AROUND THE GLOBE**

**ABOUT 45 DEGREES,  
CIRQUE DU SOLEIL'S  
EVENTS AND SPECIAL  
PROJECTS COMPANY**

45 DEGREES, Cirque du Soleil's events and special projects company, has been delivering creative content for special projects and exclusive events around the world for over 17 years. At the core of its prestigious shows is a unique wealth of creative excellence and expertise. It is this uniqueness that we bring to our esteemed partners, to help them not only achieve their objectives but also deliver a lasting impression on their audience.

Every project is approached in the same way, with 45 DEGREES collaborating closely with each client to understand their objectives; in turn delivering unparalleled bespoke experiences. This method has brought us to the four corners of the globe, delivering over 1,500 events and special projects since our creation.



### MANDATE

45 DEGREES was commissioned to provide complete show design services for Helene Fischer's new tour. 45 DEGREES is known for designing and producing immersive experiences that go beyond the boundaries of conventional entertainment. The creation, production and technical teams at 45 DEGREES have created an original concept that celebrates Helene Fischer; bringing together the success of her music with the live entertainment expertise and creative capabilities of 45 DEGREES, to craft an unforgettable experience for her fans.

### SHOW CONCEPT

The show concept, created by 45 DEGREES, centres on how time and experience have shaped Helene Fischer's world. Her spectacular entrance virtually stops time and inspires her fans to truly live in the moment. Helene then takes the audience back in time to relive her greatest hits and hear the music that once inspired her. Finally, Helene gives her fans a glimpse into the future and in this pivotal moment, Helene and her fans become one: they are all connected and timeless in a vibrant and captivating finale. Together with an amazing cast of dancers and aerialists, the show is a masterwork that surrounds one of the greatest performers in the world - HELENE FISCHER.

### LIGHTING

The lighting design is a dramatic set element that is central to creating an atmosphere that can bring the audience on a journey across the vastly different places featured in Helene Fischer's show. 45 DEGREES orchestrated a striking choreography of lights to evoke different emotional responses from the crowd and capture the unique narrative behind each of Helene Fischer's songs.

### DANCE AND ACROBATICS

45 DEGREES took an innovative approach to the choreography, one that allowed them to extend the dancing and movement from the stage into the air by combining the highly choreographed dance with Helene Fischer's gravity-defying aerial acrobatics, and by creating original acrobatic structures including the intricate "Human Net".

### VIDEO CONTENT

45 DEGREES wanted the video content for the show to play an integral part of the story. The idea was to avoid having images simply fill up the screen and consequently, they created a customized series of video clips that are equally bold and refined, each holding a unique beauty on their own.

### COSTUMES

The complex and multidimensional costumes are inspired by the latest runway fashion trends combined with a subtle athletic flare. 45 DEGREES designed all seven of the unique outfits for Helene Fischer as well as the nine costumes designs for all twenty performers on the tour.

### WATER DRESS

Helene Fischer challenged 45 DEGREES to come up with an imaginative and never-before-seen way to incorporate water into the performance. The result is a truly original work of art and an enchanting moment in the show: a dress made out of actual, flowing water.

### SET DESIGN

45 DEGREES collaborated with their long-standing partner, Entertainment Architects STUFISH, to create and develop the set design for Helene Fischer's new show, crafting a breathtaking, ambitious and technically challenging concept. A fusion of art and engineering, the stage set design is based on the concept of time: the semi-circle shaped video screen, the clock-hand catwalk, and all of the elaborate stage transformations on the main and B-stage. The set design creates an ambiance that is all at once larger-than-life and intimate.

**COMPANY OVERVIEW**



**YASMINE KHALIL**  
President



**MARIE-JOSÉE ADAM**  
Executive Director,  
Project Office &  
Human Resources



**BONNIE BROWN**  
Director, Production Department



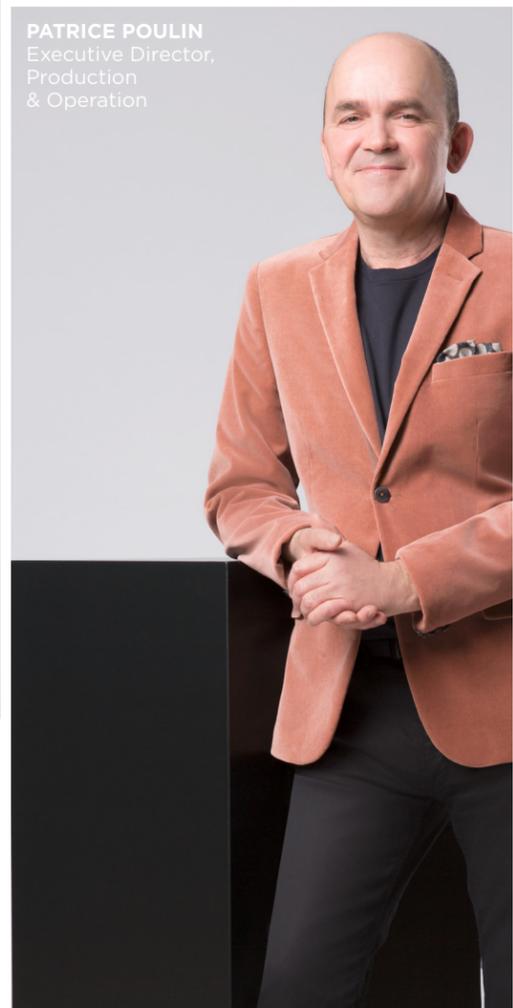
**LOUISE PARÉ**  
Executive Director,  
Finances & Administration



**DANIEL FORTIN**  
Executive Director, Creation



**MURRAY SUTHERLAND**  
Executive Director, Business  
Development & Strategic Alliances



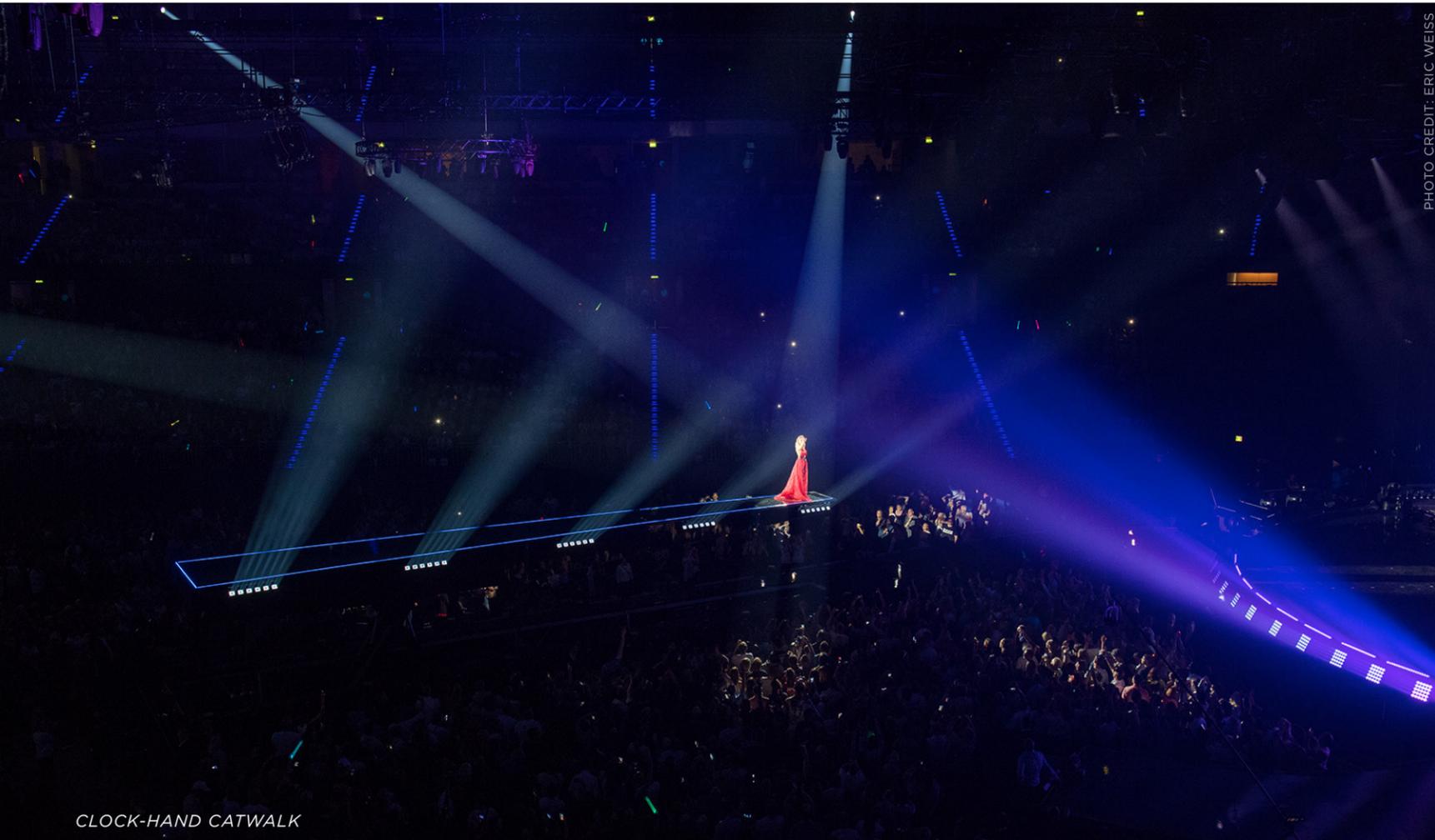
**PATRICE POULIN**  
Executive Director,  
Production  
& Operation



**PATRICIA TREMBLAY**  
Creation Director



**CÉLINE PAYELLE**  
Senior Director, Global Marketing



## PRESTIGIOUS CLIENTS AND ACHIEVEMENTS

*45 DEGREES HAS HAD THE OPPORTUNITY TO CREATE AND PRODUCE SPECTACULAR EVENTS AND PERFORMANCES FOR CLIENTS ALL OVER THE WORLD.*

### CEREMONIES

- 2 Academy Awards, Los Angeles (USA)
- Eurovision, Moscow (Russia)
- NFL Super Bowl Halftime Show, Indianapolis (USA)
- Pan American Games Opening Ceremony, Toronto (Canada)
- NBA All-Star Game Opening Show, Toronto (Canada)

### LIVE SHOWS

- "STONE", A tribute to Luc Plamondon, Trois-Rivières (Canada)
- "SCALADA", A Cirque du Soleil Event in Andorra, Andorra la Vella (Andorra)
- "REFLEKT!", Expo Astana 2017, Astana (Kazakhstan)
- "JOYA", Dinner Show Experience, Riviera Maya (Mexico)
- "JOEL", Cirque du Soleil Holiday Show, Barvikha Village (Russia)

### IMMERSIVE EXPERIENCES

- NFL Experience, New York (USA)
- Creative, Punta Cana, (Dominican Republic) & Opio (France)

### BRAND ACTIVATION

- Stella Artois, Montréal (Canada) & New York (USA) & Buenos Aires (Argentina)
- Macy's Thanksgiving Day Parade, New York (USA)
- Microsoft Kinect Launch, Los Angeles (USA)
- Bvlgari, Tokyo (Japan)
- Glade, New York (USA)



**YASMINE KHALIL**  
PRESIDENT - 45 DEGREES

Yasmine Khalil's journey with Cirque du Soleil began in 1997. As part of the marketing team, she was responsible for spearheading some of the brand development efforts that contributed to the company's growth. During this period, she also explored new business opportunities for the company, from creating special performances with existing sponsors to negotiating Cirque du Soleil's first performance at the *Academy Awards*.

In 2014, Yasmine and her team created 45 DEGREES, Cirque du Soleil's events and special projects company. This new entity enabled the creation and production of numerous projects for a world-class roster of clients under both the Cirque du Soleil and 45 DEGREES brands.

Over the span of 20 years, Yasmine has successfully directed more than 1,500 events and special projects, including appearances at two *Super Bowls*, a second performance at the *Academy Awards*, and several other large-scale shows performed during world expositions.

As a permanent member of the Cirque du Soleil Executive Committee and President of 45 DEGREES, Yasmine's mission is twofold: to make Cirque du Soleil's brand and creativity accessible to a variety of customers around the world, and to give her

team the latitude to explore new avenues in creation and innovation. As a result, she breathes new life into the development of original content and experimental formats. That is how the first Cirque du Soleil dinner-show with *Joyà*, the opening ceremony of the *Pan-American Games*, and the recent partnership with *MSC Cruises* were born. New Cirque du Soleil immersive experiences have also been created under her supervision: a water fountain show for *Futuroscope* in France, which combines visual, sound and pyrotechnic technology; and *Creactive*, in Punta Cana, the first recreational playground of Cirque du Soleil in partnership with *Club Med*.

The year 2017 is an inspiring one for Yasmine and her team who have delivered a brand new show for the *World Expo* in Kazakhstan with the theme "Future Energy", two new shows specially developed for *MSC Cruises*, the opening of a second site for *Creactive* in France, and of course, *Helene Fischer's 2017/2018* live tour.

Yasmine works diligently, day after day, to inspire nearly 200 collaborators around the world while simultaneously balancing her career, family and precious friendships... Despite juggling the different aspects of her life, she manages to keep everything in the air. Then again, she was trained by the best circus in the world!



**DANIEL FORTIN**  
EXECUTIVE DIRECTOR,  
CREATION - 45 DEGREES

A multidisciplinary visual artist, Daniel Fortin began his career in 1990 as Artistic Director and Graphic Designer at Tam Tam Publicité and MusiquePlus. In 1992, he founded the renowned EPOXY studio, and opened offices in Montreal and Paris, where he served as President and Creative Director for more than 15 years.

On the international stage, Marc Foster entrusted him with the credits of the film *STAY*; Sony invited him to Tokyo in his research laboratory to develop user interfaces; and Disney mandated him to carry out advertising for the Space Mission at Epcot Disney World in Orlando. His work for *Interactive Digital Snow*, which he co-produced with the Daniel Langlois Foundation and was also in charge of creation, has been displayed in museums around the world.

He was awarded with the Olivier of Stage Direction for his work on the *Mike Ward s'expose* show and was then entrusted the staging, the artistic direction and the scenography of several shows and galas, notably *Dans le champ* (Claudine Mercier), *Chien* (Mike Ward), *Pas trop catholique* (Cathy Gauthier) and *La soirée des Jutra 2014*.

Since September 2014, Daniel has been Executive Director of Creation at 45 DEGREES, where he leads creative teams on international projects. His vision to create the distinctive and unconventional has brought the extraordinary to life in such events as the opening ceremonies for the *Pan-American Games* in Toronto, the *Scalada Series* in Andorra, the opening of the *NBA All-Star Game*, the creation of the feature show at the *World Expo* in Kazakhstan, two new Cirque du Soleil shows specially developed for *MSC Cruises*, the opening of two *Creactive* sites in the Dominican Republic and France, and *Helene Fischer's 2017/2018* live tour.



**MUKHTAR OMAR  
SHARIF MUKHTAR**

WRITER & SHOW DIRECTOR - 45 DEGREES

Mukhtar Omar Sharif Mukhtar has been part of the Cirque du Soleil family since 2005, where he began as an artist in The Beatles LOVE, a show he later went on to help choreograph. His creative talents were showcased in several major projects including the opening and closing ceremonies of the Beijing Olympics, Cirque du Soleil's 3D movie "Worlds Away" (2011), and the "One Night for One Drop" event in 2013, 2014 and 2015.

It's his desire to innovate and create with purpose that Mukhtar became a sought after creator at 45 DEGREES, directing major projects all over the world including their creative participation at Montreal's C2 Conference and Scalada VISION, Cirque du Soleil's summer event in Andorra (2016).

Mukhtar has won the 'Most Outstanding Achievement Award' for his contribution to street dance and the arts in the United Kingdom, and has been a judge for the World Hip Hop Dance Championships (2009, 2011), a competition he previously won in 2005. Mukhtar is the founder of the two-time World Champion UK street dance company PLAGUE, a company he established to inspire the younger generations to express themselves through movement.



**HELENE FISCHER**

ARTIST

Helene Fischer's success story reads like a catalogue of outstanding achievements: since her debut in 2005, she has broken several records, won numerous awards, including 12 Echo Awards and a World Music Award, has sold more than 10 million albums, and with her impressive concert performances, gained millions of enthusiastic fans. With number-one albums such as *Farbenspiel* and *Weihnachten*, Helene Fischer was able to revitalize the conservative image of German Schlager music, opening the genre to an entirely new audience in Europe. As a singer, a television presenter, an actress, and all-round entertainer, Helene Fischer is widely considered one of the most successful German-speaking artists of all time.

Helene Fischer celebrated her greatest success with the album *Farbenspiel*, which was released in October 2013, and went to number-one in Germany, Austria and Switzerland, as well as 4th in the Danish album charts, 8th in the Netherlands and 14th in Belgium. The lavish accompanying *Farbenspiel* tour attracted a total of 1.2 million fans. By June 2014, the multi-platinum album became the most downloaded album from a German artist of all time. A truly impressive record for an impressive artist.

The Helene Fischer Live 2017/2018 tour produced an unprecedented demand for concert tickets; 350,000 tickets were sold within the first 24 hours.

## FAST FACTS

### CLOCK-HAND CATWALK

One of the spectacular set design features is the 16 meter long clock-hand (5 tonnes/5000kg) that sits as a catwalk diagonally out into the arena. During the show, the clock-hand rises to 3.5 meters in height and then rotates like a moving clock hand. Helene Fischer is transported above the audience and arrives on the floating stage at the other end of the arena.

### THE FLOATING STAGE

The floating stage (4 meters in diameter & weighing 2 tonnes/2000kg) that descends almost mystically from above and allows Helene Fischer to hover above her fans, is an impressive technical achievement. The stage is framed by an automated, cylindrical curtain with projected video content.

### SEMI-CIRCULAR REAR VIDEO SCREEN

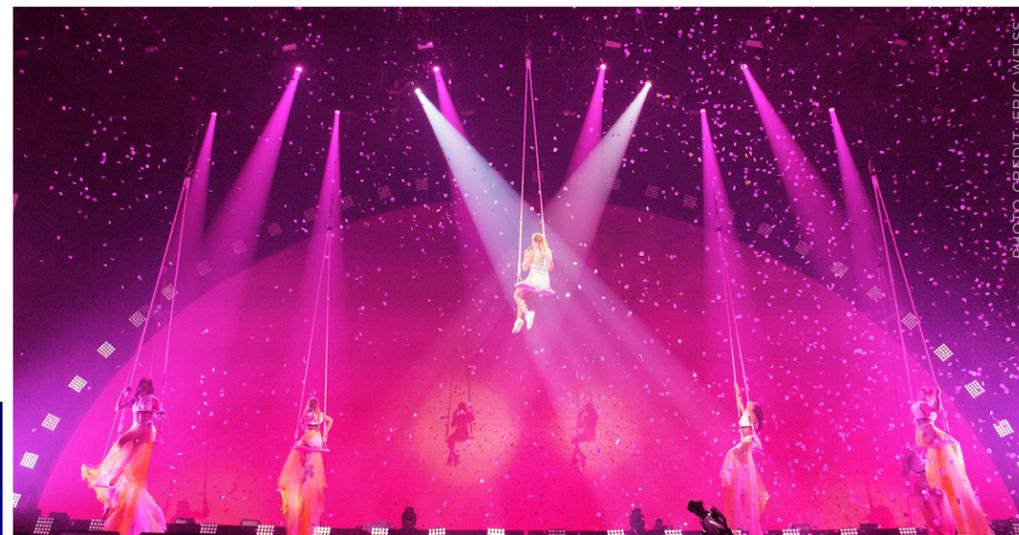
The semi-circular rear video screen (27 meters wide and 10-meters high) is a reflection of the shape of the main stage. Its most distinctive feature is the fact that the screen can actually separate in the centre. This served to highlight Helene Fischer's grand entrance at the beginning of the show, and it is also used to reveal large-scale props and set pieces from backstage.

### THE WATER DRESS

Undoubtedly one of Helene Fischer's most stunning costumes is a dress made of flowing water. In order to achieve this one-of-a-kind effect, the downstage lift is equipped with water tanks to collect the water as it cascades. The central and smaller lift gently raises Helene Fischer higher to increase the outflow of the water and make the dress wider and taller.

### THE ACROBATIC WALL

At 9 meters high and 3.6 meters wide, the equivalent of a 3 story building, the rolling metal framework of the Acrobatic Wall allows for 8 highly skilled acrobats to perform amazing and adrenaline-inducing choreography. It is an 8 tonnes/8000kg structure that tracks up and down stage. One of the highlights of the show comes from seeing the members of the cast jump off the Acrobatic Wall and land on a custom mat that sits in the downstage lift. It is an amalgamation of precision design and choreography.



## CREDITS

### EXECUTIVE TEAM

Yasmine Khalil | President  
Lydia Brown | Project Director  
Daniel Fortin | Executive Director, Creation  
Patrice Poulin | Executive Director, Production  
Bonnie Brown | Director, Production Department  
Céline Payelle | Senior Director, Global Marketing

### CREATION

Patricia Tremblay | Creation Director  
Mukhtar Omar Sharif Mukhtar | Writer and Show Director  
Manuel Bissonnette | Assistant Stage Director  
Marc-André Goulet | Artistic Coordinator  
Ric Lipson | Set Designer  
Nicolas Brion | LX Designer  
Jean-Sebastien Baillat | Video Content Designer  
Nicolas Vaudelet | Costume Designer  
John Brady | Acrobatic Performance Designer  
Anthony Lee | Choreographer  
Vinh Nguyen Quoc | Choreographer  
Francis Farley | Props Designer  
Nathalie Gagné | Make Up Designer  
Didier Cousin | Hair Designer

### PRODUCTION

Jan Mylle | Production Director  
Ian Donald | Technical Director  
Martin Gauthier | Technical Stage Manager  
Nathalie Rail | Tech Coordinator  
Laurence Dupont | Production Coordinator  
Brett Copes | Acrobatic Rigging Project Manager  
Alex Hardellet | LX Programmer  
Pierre-Luc Gauthier | Head of Costumes Production  
Alain Spooner | Senior Cutter / Assistant Costume Designer  
Audrée Boudreault | Costumes Coordinator (On-Site)  
Vanessa Lafond | Costumes Coordinator (Montreal)  
Anne-Sylvie Dunand | Water / Timeless Dress Project Manager  
Michel Amann | Crystal Group (Water Dress)  
Olivier Goulet | Video Content / Producer  
Alexe Mercille | Video Content  
Stacy Delince | Marketing

### TOURING STAFF & CREW

Andrea Von Steht | Tour Manager  
Jürgen Stoll | Accountant  
Alex Spengler | Production Manager / FOH  
Gabriel Dubé-Dupuis | Resident Director  
Woody Wodzinski | Stage Manager, Technical  
Ingo Schönherr | Stage Manager, Scenic & Props  
Katherine Ball | Stage Manager  
Christophe Papendieck | Musical Director  
Greg Mills | Video Director  
Jochen Lehner | Arena Rigger  
Steffen Boschert | SWL - Rigging / Automation Supplier  
Stefi Müller | Automation  
Stefan Katzki | Show Rigger  
Andi Reuner | Head Carpenter  
Christian Schmidt | Head Lighting  
Udo Fleischmann | Head Sound  
Thorsten Stein | Head SFX  
Gülsün (Güsi) Güngör | Head Wardrobe  
Simone Koch | Company Manager  
Chris Bowler | Coach (Wakefield)  
Rick Chamney | Physio Therapist

A special thank you to our partners 4U2C and Entertainment Architects STUFISH, as well as to the invaluable expertise of all of the employees, technicians and suppliers who helped to make this production possible.

*Our apologies to anyone we may have missed or whose name has been misspelled.*





PHOTO CREDIT: ERIC WEISS



PHOTO CREDIT: ERIC WEISS

HUMAN NET

**APPENDIX I**

Full list of dates and venues

DATE	CITY	VENUE
October 13, 2017	Leipzig	Arena - Leipzig
October 14, 2017	Leipzig	Arena - Leipzig
October 15, 2017	Leipzig	Arena - Leipzig
October 17, 2017	Mannheim	SAP ARENA
October 18, 2017	Mannheim	SAP ARENA
October 20, 2017	Mannheim	SAP ARENA
October 21, 2017	Mannheim	SAP ARENA
October 22, 2017	Mannheim	SAP ARENA
October 24, 2017	Zurich, Switzerland	Hallenstadion Zürich
October 25, 2017	Zurich, Switzerland	Hallenstadion Zürich
October 27, 2017	Zurich, Switzerland	Hallenstadion Zürich
October 28, 2017	Zurich, Switzerland	Hallenstadion Zürich
October 29, 2017	Zurich, Switzerland	Hallenstadion Zürich
January 16, 2018	Frankfurt am Main	Festhalle Frankfurt
January 17, 2018	Frankfurt am Main	Festhalle Frankfurt
January 19, 2018	Frankfurt am Main	Festhalle Frankfurt
January 20, 2018	Frankfurt am Main	Festhalle Frankfurt
January 21, 2018	Frankfurt am Main	Festhalle Frankfurt
January 23, 2018	Cologne	LANXESS arena
January 24, 2018	Cologne	LANXESS arena
January 27, 2018	Bremen	ÖVB-Arena
January 28, 2018	Bremen	ÖVB-Arena
January 30, 2018	Stuttgart	Hanns-Martin-Schleyer-Halle
January 31, 2018	Stuttgart	Hanns-Martin-Schleyer-Halle
February 2, 2018	Stuttgart	Hanns-Martin-Schleyer-Halle
February 3, 2018	Stuttgart	Hanns-Martin-Schleyer-Halle
February 4, 2018	Stuttgart	Hanns-Martin-Schleyer-Halle
February 6, 2018	Berlin	Mercedes-Benz Arena
February 7, 2018	Berlin	Mercedes-Benz Arena
February 9, 2018	Berlin	Mercedes-Benz Arena
February 10, 2018	Berlin	Mercedes-Benz Arena
February 11, 2018	Berlin	Mercedes-Benz Arena
February 13, 2018	Vienna, Austria	Wiener Stadthalle - Halle D
February 14, 2018	Vienna, Austria	Wiener Stadthalle - Halle D
February 16, 2018	Vienna, Austria	Wiener Stadthalle - Halle D
February 17, 2018	Vienna, Austria	Wiener Stadthalle - Halle D
February 18, 2018	Vienna, Austria	Wiener Stadthalle - Halle D
February 20, 2018	Oberhausen	König-Pilsener-ARENA
February 21, 2018	Oberhausen	König-Pilsener-ARENA
February 23, 2018	Oberhausen	König-Pilsener-ARENA
February 24, 2018	Oberhausen	König-Pilsener-ARENA
February 25, 2018	Oberhausen	König-Pilsener-ARENA
February 27, 2018	Munich	Olympiahalle München
February 28, 2018	Munich	Olympiahalle München
March 2, 2018	Munich	Olympiahalle München
March 3, 2018	Munich	Olympiahalle München
March 4, 2018	Munich	Olympiahalle München

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CONTACT

**ERICA STANTE**

**360 BRAND MANAGER**

**45 DEGREES,**

**A CIRQUE DU SOLEIL COMPANY**

**ERICA.STANTE@45DEGREES.COM**

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**45DEGREES.COM**

**FACEBOOK**

**INSTAGRAM**

**LINKEDIN**



45 DEGREES

A DIVISION OF CIRQUE DU SOLEIL.