

PRODUCIDO POR
ADANS PERES
DIRIGIDO POR
IVÁN PERES

La Bouche

THE SHOW

NUEVO ESPECTÁCULO 2019
♦ **TEATRO · CIRCO · CABARET** ♦

Entradas a la venta

en www.labouche.es

LONDRES · LAS VEGAS · BERLÍN · ALICANTE

La
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LA BOUCHE THE SHOW offers an explosive and vibrant mix of show-stopping talent, hilarious wonderment and awe-inspiring acrobatics. The audience is taken on a journey of sensuality and an unforgettable, dynamic experience of thrills and laughter.

Featuring world class performers and the finest comic talent from all over the world, **La Bouche** will immerse you in a captivating and visually stunning spectacular that will leave you on the edge of your seat.

LA BOUCHE THE SHOW, produced by Starlight Productions and Showbusiness created by acrobatic couple Ivan and Adans Peres that had utilised their 30 years of show business experience to create a surprising and unique, high energy performance. The artists are fresh and diverse offering a taste of new genres and an artistic expression of seduction. **La Bouche** promises parody, comedy, cabaret and incredible acrobatics in a spectacle like no other.





ADANS PERES

Recognized creator and artistic director worldwide is also one of the best visual artists thanks to the quality of his performances and the extraordinary difficulty of his skill. These performances have given him great prestige throughout his career on the stages of the most famous shows in the world, such as the Moulin Rouge in Paris, The Hole or the Cirque du Soleil.

Adans Peres has pursued his passion for this world, creating an innovative and original show, accompanied by the best artists in a unique theatrical setting.

His work has been awarded prizes of great international recognition such as the Gold Medal of the Cirque de Demain Festival and the Silver Clown of the International Monte Carlo Circus Festival.

THE SHOW

INNOVATIVE ELEMENTS

The concept of this show is an original mix of modern cabaret with “variété” shows inspired by international trends that have had a great success abroad in cities like Las Vegas, London or Berlin. The audience experiences a fun, exciting and varied form of entertainment with an unobstructed view in close proximity to the stage and with the best performers performing feats of strength, balance and elasticity. All with an elegant touch of eroticism and humor.

LA BOUCHE THE SHOW is an original way to present a different show, always offering elegance, and style.

STAGE

The circular shape of the central stage and the approach of the audience offers spectators access to an incredible and incomparable experience that other theatres can not offer, thus appreciating the value of our artists, from the close proximity. In addition, attendees can have a drinks and snacks while enjoying **LA BOUCHE THE SHOW.**



EXTRAS TECHNICALS MATERIALS

LIGHTS

- Led wall 6x2 5mm pixels.
- 16 Mark mbar rgb 4 72.
- 2 Mark md 4 splitter buffer.
- 140 Work G02 garra.
- 8 Mark beam WS 280 with rack.
- 8 Mark beam 201 with rack.
- 8 Mark sidius LLC 368 with rack.
- 6 Mark led spot 40.
- 2 Work wfh 600 maquina.
- 42 Superparled eco 72.
- 20 Mark ref. CA802 conector.
- 20 mark ref. CA803 conector.
- 5 Mark ref. CA850 conector.
- 1 Work WPD 633 distribuidor.
- 1 Work WPD 323 distribuidor.
- 1 Work WPD 163 distribuidor.
- 15 Work WPD splitter 16.
- 15 Work WPD 61 sc splitter.
- 1 Work racktour 8.
- 20 Work liq. Smoke haze st hazer bloc.

SOUND SYSTEM

- 22 Work WPL in a baffle.
- 4 Work SUW Z 15 as amplificado.
- 1 Work WPE 48N processor.
- 1 Mark mmp 8 dj usb player.
- 2 Work WRD 1100 AF/1 handheld microphone.
- 2 Work WRD 1100 AF/2 headset. Microphone y micro sola.
- 2 Work XS 1500 PRO micr.
- 1 Work WMM 216 mezcl. Ampl.
- 2 Work WEQ 231 equalizer.
- 1 Work racktour PRO 16 r.

DANCERS COSTUMES

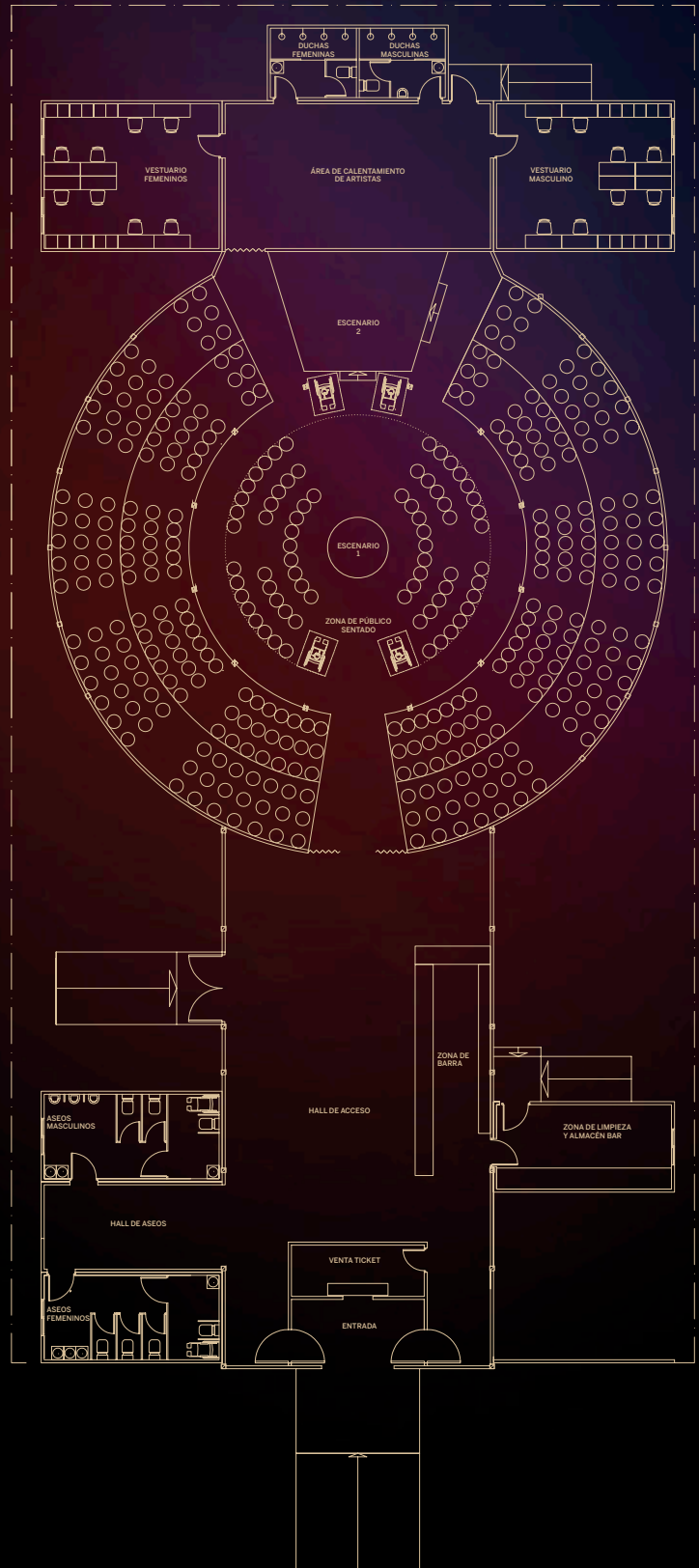
- 30 Different sets for 8 dancers including cabaret moulin rouge style feathers.

OTHER MATERIAL

- 505 Gold and red velvet chairs.
- 8 Bar counters with rgb lights.
- 10 Stand up tables with rgb lights.
- 6 Decoration balls with rgb lights.
- Led screen wall 6 by 2 m².

DISTRIBUTION PLAN

GROUND FLOOR	USEFUL SURFACE m ²	m ² / PERS.	CAPACITY
Offices & administration	16,24	10	5
Bar warehouse	16,24	40	1
Cleaning warehouse	16,24	40	1
Bar area	24,00	4 waiters staff	4
Image & sound	8,37	3 technical staff	3
Entry	8,17		0
Access hall	117,92	4 security staff	4
Access 1	5,00		0
Access 1	5,00		0
Spectators area	321,79	SPECTATORS 1 per. / seat Accounted for in the spectators area.	437
Female toilets	16,24		0
Male toilets	16,24		0
Toilets hall	16,24		0
Stage 1	3,14		0
Stage 2	24,48		0
Maneuvering area Stage 2	23,37		0
Artists warm-up area	27,79		0
Step to changing rooms	11,76	ARTIST Accounted for in the changing room area.	0
changing room 1	13,30		4
changing room 2	13,30		4
changing room 3	13,30		4
changing room 4	13,30		5
Female showers	7,98		0
Male showers	7,98		0
USEFUL URFACE GROUND FLOOR	747,39 m²		472



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PROMOTION AND PUBLICITY

MARKETING

The marketing plan aims to set commercial strategies, which will be developed under the technical supervision and fast communication from the advertising agency.

PRICE STRATEGY

Nowadays, the price is a fundamental factor for the consumer to make the decision to watch our show. Therefore, the costs, both labor and distribution, have been minimized, thanks to the choice of moderate-sized facilities and the use of an independent ticketing system on our website www.labouche.es

This, in the new edition of the **LA BOUCHE THE SHOW** show, has led us to opt for a competitive pricing strategy with respect to other similar shows.

STRATEGY

We contemplate a comprehensive communication plan based on 2 things:

- Campaign of expectation, motivation and desire.
- Recall campaign: we will maintain interest during the activity.

TARGET AUDIENCES

- **Profile 1:** Young people between 20-35 years old, with a low purchasing power, looking for an activity different from their usual options.

- **Profile 2:** Men and women between 36-55 years, with a medium-high purchasing power. They look for quality entertainment and are interested in our shows.
- **Profile 3:** Foreigners and tourists with family or friends who come to the show after being reached by our advertising campaign. They want to enjoy a fun and varied show, especially in the summer.

TACTICAL ACTIONS

In the communication plan, all the strategic actions are implemented to generate enough interest and repercussion to attract our public. In the same way, the supports and means will be taken into account and the planning will be analyzed.

The communication plan will contemplate off-line and on-line media, betting on other face to face actions visual impact such as Street Marketing in the main streets of the city. In the communication plan, all the strategic actions are implemented to generate enough interest and repercussion to attract our public. In the same way, the supports and means will be taken into account and the planning will be analyzed.

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ACTIONS DURING THE CAMPAIGN

- Continuity of Street Marketing.
- Posters on lampposts.
- Advertising on digital media with the greatest impact in the area.
- Continuity of distribution of advertising with hostesses.
- Merchandising
- Photocall

DISTRIBUTION CHANNELS

The main ticket distribution system will be on-line sales through our website, without forgetting the possibility of direct sales from our facilities.

PURCHASING AND GUARANTEE SERVICES

The online sales system offers maximum security and peace of mind for the potential customer in the process of acquiring the tickets.

Our service provides the most advanced technology in the sector for the advance sale of tickets to our shows. In addition to being able to adapt to any technological platform such as Smartphones and Tablets. This planning provides us with a 100% guarantee in the management of on-line procedures.

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DIVERTIDO · EXTRAORDINARIO · ÚNICO

En Alicante a partir del 4 de Octubre
PARKING DEL ESTADIO RICO PÉREZ

PATROCINAN:

dorsia

SER

PERFUMERIAS BONNAR

Rede

Rede

Rede

Rede

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PRODUCTION & SHOWBUSINESS







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