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Contact: Nancy Hirsch Group

Nancy Hirsch/Lon Bouldin

212.404.3424/646.319.1007

nancy@hirschgroup.com / lon@venturespr.com

BLUE MAN GROUP LAUNCHES
NATIONAL AD CAMPAIGN
IN SUPPORT OF NEW LAS VEGAS PRODUCTION

PRINT IMAGERY BY ACCLAIMED PHOTOGRAPHER
DAVID LACHAPELLE

TELEVISION SPOTS BY ACCLAIMED DIRECTOR
DAVID KELLOGG

New York, NY—Blue Man Group embarks on an innovative advertising campaign to celebrate their newly designed production at The Venetian in Las Vegas (opening October 10, 2005). The campaign features photographs by acclaimed visual artist David LaChapelle and television spots directed by renowned television director David Kellogg. The new “bluephoria” campaign explores the unique euphoric experience generated by a Blue Man Group performance.

Blue Man Group co-founders Chris Wink, Matt Goldman and Phil Stanton wanted to develop a campaign that would convey this feeling. Wink says, “Our trademark has become the blissful, party atmosphere that our show creates in its own quirky way. We wanted our print and television spots to represent that as well.”

The print images by David LaChapelle feature Blue Man Group in highly stylized Las Vegas scenes, including a colorful ticker tape parade, a strip club, and a miniature “dollhouse” hotel room. The images capture the heightened emotion of audience members in the midst of a spontaneous Blue Man moment.

“We were thrilled to work with LaChapelle, because we greatly respect his work, of course,” says Goldman, “but we also felt a shared interest in trying to capture positive energy expressed in a single moment—an exalted moment. No one can do that like LaChapelle.”

Stanton adds, “The energy on the set was palpable. The shoot caught spontaneous moments of joy—with LaChapelle’s DJ pumping music, the Blue Men were dancing, and he captured a real reaction from the crowd. It felt more like a performance than a photo shoot.”

Working in conjunction with the print campaign, the television spot “TV Heads,” directed by David Kellogg, depicts hundreds of patrons locked in the monotony of their daily routines. Eventually, the contagious energy of the Blue Men overtakes them, allowing for a physical and emotional release.

“Having worked with Kellogg on our Intel TV campaign, we knew that he would totally get what we were going for,” says Wink. Goldman adds, “Kellogg is so adept at telling a story and capturing an emotion. The physicality of the people, the music, and the pace of the spot all combine and build to an emotional payoff. We are really pleased with the outcome.”

The spots also feature new music by Blue Man Group.

The campaign was created by Alon Shoval, Executive Creative Director of Hill Holiday New York.

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