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CENTRE**

**ABBA®
THE
MUSEUM** AT POP
HOUSE

Press Release

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BRAND NEW IMMERSIVE ABBA EXHIBITION TO BE UNVEILED AT LONDON'S SOUTHBANK CENTRE

Come on a musical journey with the Swedish pop sensation as they take over 1970s Britain

ABBA: SUPER TROUPERS

Thursday 14 December 2017 – 29 April 2018

Press preview: Wednesday 13 December 2017

Southbank Centre and Entertainment Exhibitions International AB, in association with ABBA The Museum in Stockholm bring to life the world of chart-topping Swedish pop sensation ABBA in a brand new, immersive exhibition that charts their music, lyrics, creative process, and irrefutable influence as one of the most iconic pop bands of the modern age. *ABBA: Super Troupers* opens to the public on Thursday 14 December 2017.



Credit: Torbjorn Calvero © Premium Rockshot

ABBA: Super Troupers recreates the extraordinary rise to worldwide fame and lasting legacy of ABBA (Agnetha Fältskog, Björn Ulvaeus, Benny Andersson, and Anni-Frid Lyngstad), set against the shifting socio-economic and political conditions of the time. The guided exhibition transports audiences on a

journey through previously unseen archive material including ABBA's original costumes, handwritten notes and sketches, personal photographs, music and instruments, plus album artwork, photography and film by notable collaborators such as film director Lasse Hallström.

Against the backdrop of 1970s Britain – a financial crisis, a wave of strikes and a three day working week – and a vastly changing world, ABBA infiltrated the popular consciousness with their optimism and dominated the airwaves with their seemingly carefree pop. *ABBA: Super Troupers* goes beyond the surface to examine the serious stories behind the unforgettable lyrics and tunes, the band's innovative multi-layered sound, their pioneering approach to the music video and the influence of their unique styling on successive generations.

Objects from ABBA The Museum and private archives will be brought together in the UK for the first time, charting the success of the global pop sensation from their individual careers to their Eurovision Song Contest win and subsequent international stardom, as they topped the charts worldwide from 1974 to 1982.

Theatrical backdrops recreate some of the most significant events from their heyday – including a hotel room, music studio and the disco – and provide context to the evolution of their creative process and their enduring appeal, from the *Mamma Mia!* phenomenon to their multi-million record sales worldwide.

ABBA's Frida Lyngstad says,

"We are thrilled to be supporting the new exhibition ABBA: Super Troupers in London, especially since ABBA have always been very appreciative of the love and support shown to us by our fans in the UK. We are so excited that the exhibition is taking place at the Southbank Centre, which is just a few short steps away from Waterloo - this connection brings to mind very happy memories of the song that started our great success in Britain!"

ABBA's Björn Ulvaeus says,

"Since our songs, which were written in the 70s, are still being played today it's particularly interesting that the Southbank Centre exhibition is placing them in the temporal context in which they were created. We recorded Mamma Mia in 1975. What happened that year in the UK and in the world? One thing is for certain – it seems unbelievably long ago!"

Jude Kelly CBE, Southbank Centre's Artistic Director, says,

"ABBA's music, image and personal stories have the remarkable ability to transcend time, place and generations, and still continue to reach millions of people worldwide. We're very pleased to take this opportunity to shed new light on these cultural icons, and explore why they remain so enduring in their appeal across the globe. We're delighted to be joining forces with EEI in association with ABBA The Museum to bring unexplored archives to life, and to pay respect to ABBA and their extraordinary place in pop culture history."

ABBA: Super Troupers builds on Southbank Centre's curated exhibition successes *The Wondercrump World of Roald Dahl* (2015-16) and *Adventures in Moominland* (2016-17). The exhibition will launch as part of Southbank Centre's *Wintertime* festival and the final month of *Nordic Matters* – a year-long programme of Nordic arts and culture at Southbank Centre throughout 2017.

ENDS

www.southbankcentre.co.uk @SouthbankCentre #ABBASuperTroupers

LISTINGS INFORMATION

ABBA: Super Troupers

14 December 2017 – 29 April 2018, Spirit Level at Southbank Centre's Royal Festival Hall

For ages 7+. Not suitable for younger children (including toddlers and babes in arms).

£25 £20 £15

Tickets will go on sale to Southbank Centre Members and Supporters Circles on Tuesday 4 July and to the general public on Thursday 6 July. www.southbankcentre.co.uk / 020 7960 4200

For further press information and images please contact:

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NOTES TO EDITORS

Southbank Centre

Southbank Centre is the UK's largest arts centre, occupying a 17 acre site that sits in the midst of London's most vibrant cultural quarter on the South Bank of the Thames. The site has an extraordinary creative and architectural history stretching back to the 1951 Festival of Britain. Southbank Centre is home to the Royal Festival Hall, Queen Elizabeth Hall, Purcell Room and Hayward Gallery as well as The Poetry Library and the Arts Council Collection. For further information please visit www.southbankcentre.co.uk.

Let the Light In

Southbank Centre is carrying out vital refurbishment work on Hayward Gallery, Queen Elizabeth Hall and Purcell Room to make the arts venues fit for future generations. The planned works include replacing Hayward Gallery's pyramid roof lights to let natural light into the upper galleries, and carefully restoring the original 1960s architecture. Generous support from Arts Council England, Heritage Lottery Fund and Southbank Centre friends, through the Let The Light In campaign, means we have just £900,000 of our £25m fundraising target left to raise. Southbank Centre's Let The Light In campaign launched in September 2015 and offers people the opportunity to support this major repair and refurbishment project by sponsoring seats, dressing rooms and the Hayward Gallery pyramid rooflights. Further information here: southbankcentre.co.uk/letthelightin

Entertainment Exhibitions International AB

Entertainment Exhibitions International AB (EEI) brings unforgettable touring exhibitions and permanent museums to life, through its multi-skilled management team made up of experts from the fields of music and live entertainment. EEI is the licence holder for the international touring ABBA Exhibition, and in addition to its current collaboration with Southbank Centre for *ABBA: Super Troupers*, EEI is developing exciting future projects to showcase stories and brands from the worlds of pop, fashion and politics. For more information please visit www.entexint.com or contact info@entexint.com

ABBA The Museum

ABBA The Museum opened its gates to the public on May 7, 2013 and is located in Stockholm, Sweden. ABBA is one of the world's most successful music groups, with over 380 million records sold worldwide. ABBA The Museum presents a complete image of the band from the time ABBA was formed in the early 70's to their breakthrough in 1974 with Waterloo, their big world tours, up until their break in 1982.

Since opening the museum has counted 1,500,000 visitors from all over the world.

For more information please visit www.abbathemuseum.com or contact press@abbathemuseum.com

Nordic Matters

Nordic Matters is a year-long programme of Nordic art and culture in 2017 at London's Southbank Centre, featuring music, dance, theatre, visual arts, participation, talks and debates, and gastronomy. Chosen from a number of

international applicants, Southbank Centre is the sole recipient of a grant from The Nordic Council of Ministers for a new festival celebrating the very best of Nordic art and culture throughout 2017 – one of the biggest cultural-political partnerships of its kind. A particular emphasis will be placed on the idea of play fostering curiosity and creativity, for people of all ages but especially children and young people. Moving beyond popular perceptions of 'Nordic Noir' the programme is designed to embed Nordic culture and artists in Southbank Centre's year-long artistic offer and offer a platform to some of the more 'hidden voices' from Greenland, Åland and the Faroe Islands.

www.southbankcentre.co.uk/nordicmatters