


Madame
Tussauds
SYDNEY 

which is worth millions of
people have seen
through the years.
Madame Tussauds
since they first
over 200 years
it remains just
popular as it ever was

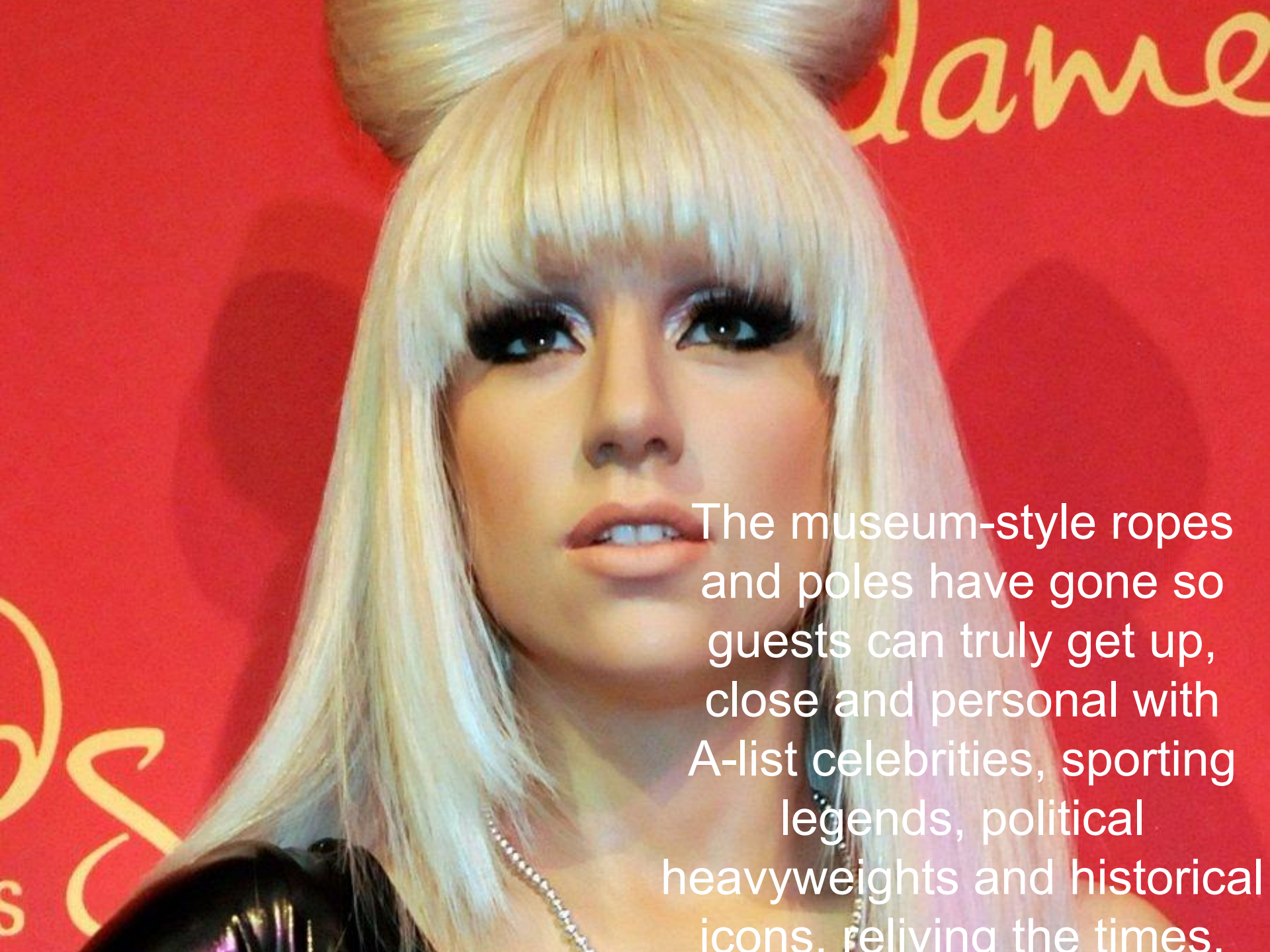




There are many reasons
for this enduring success,
but at the heart of it all is
good, old-fashioned



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

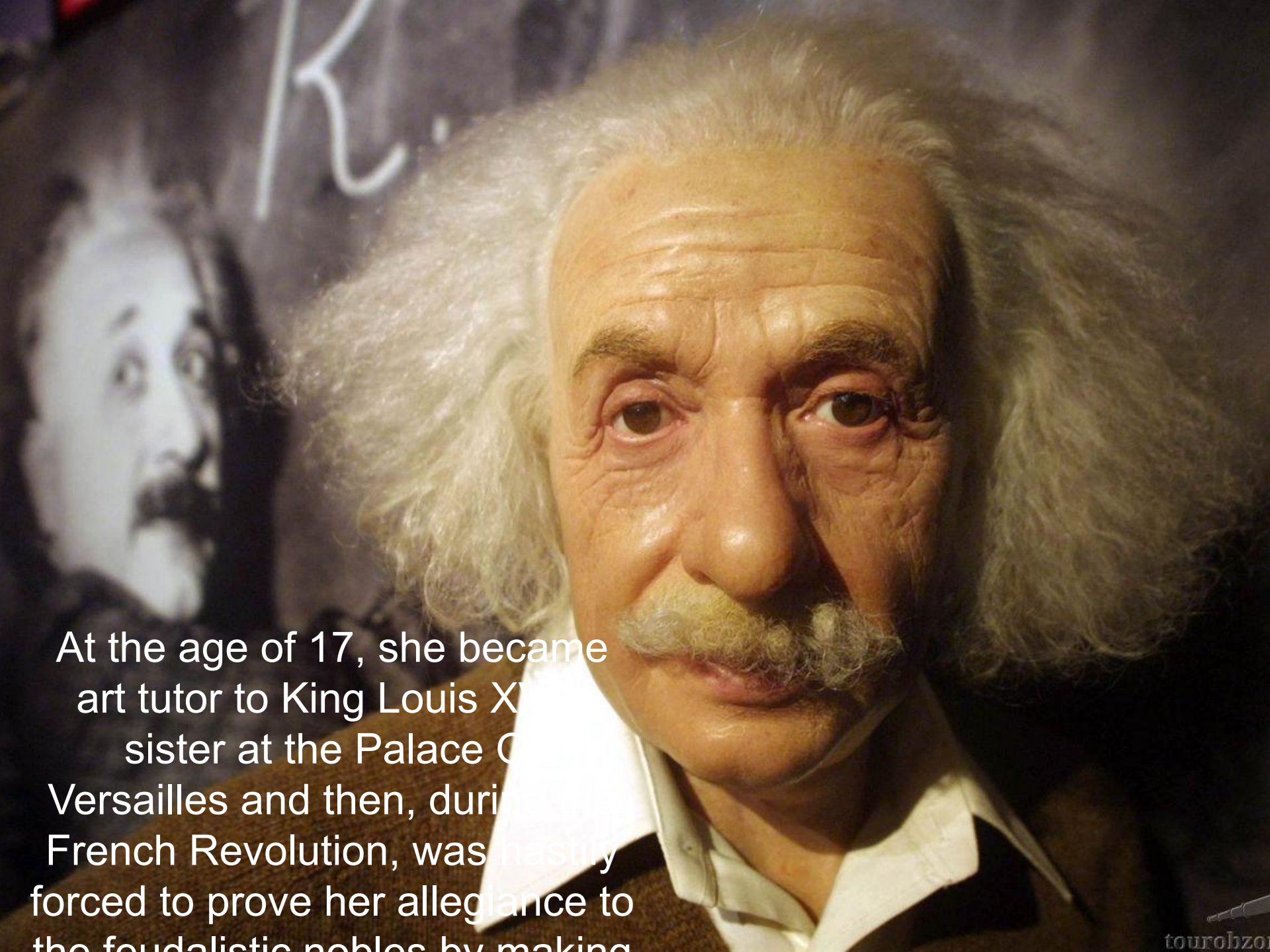


The museum-style ropes and poles have gone so guests can truly get up, close and personal with A-list celebrities, sporting legends, political heavyweights and historical icons, reliving the times.

Madame Tussauds LONDON

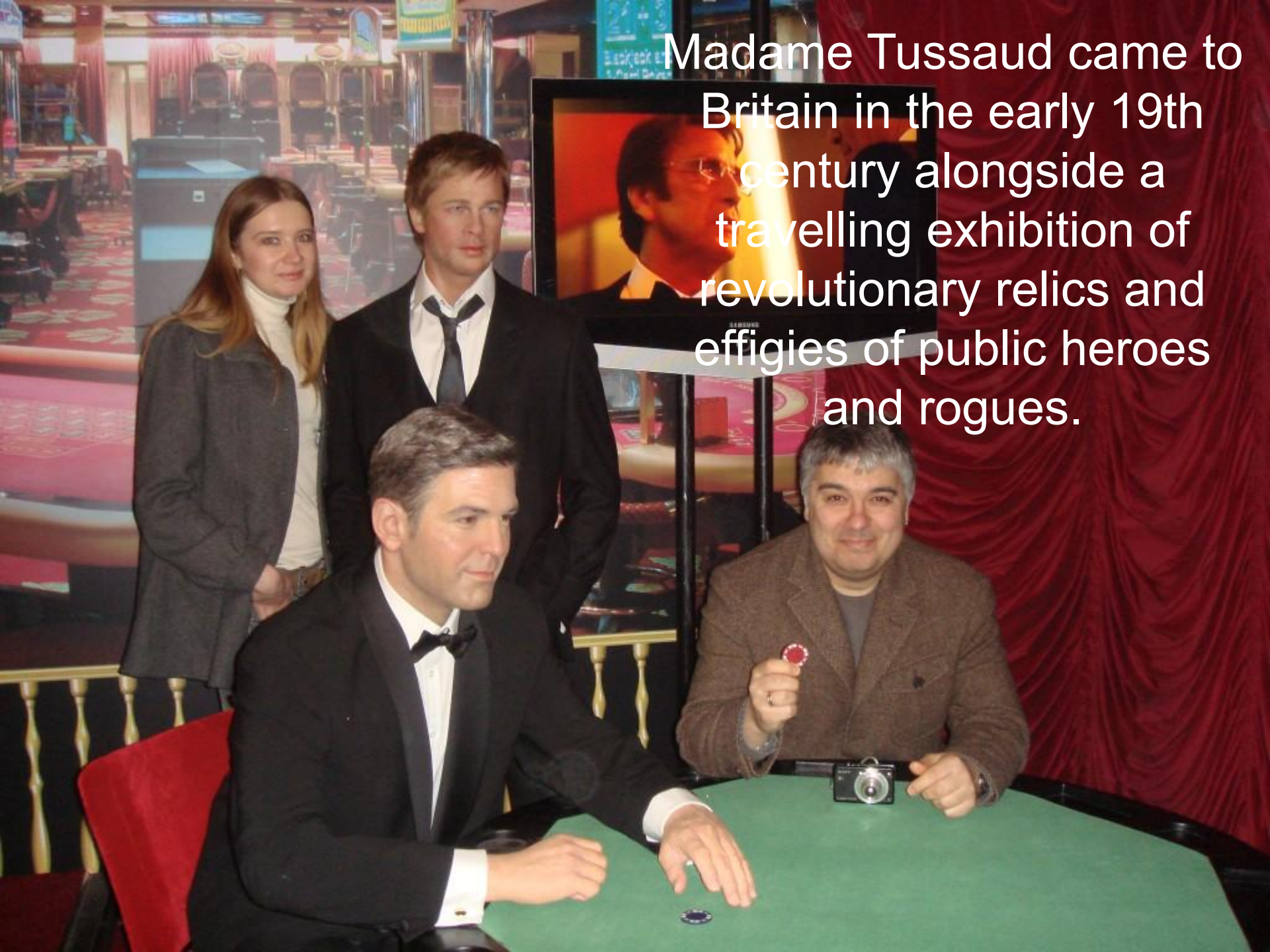
From France to Britain

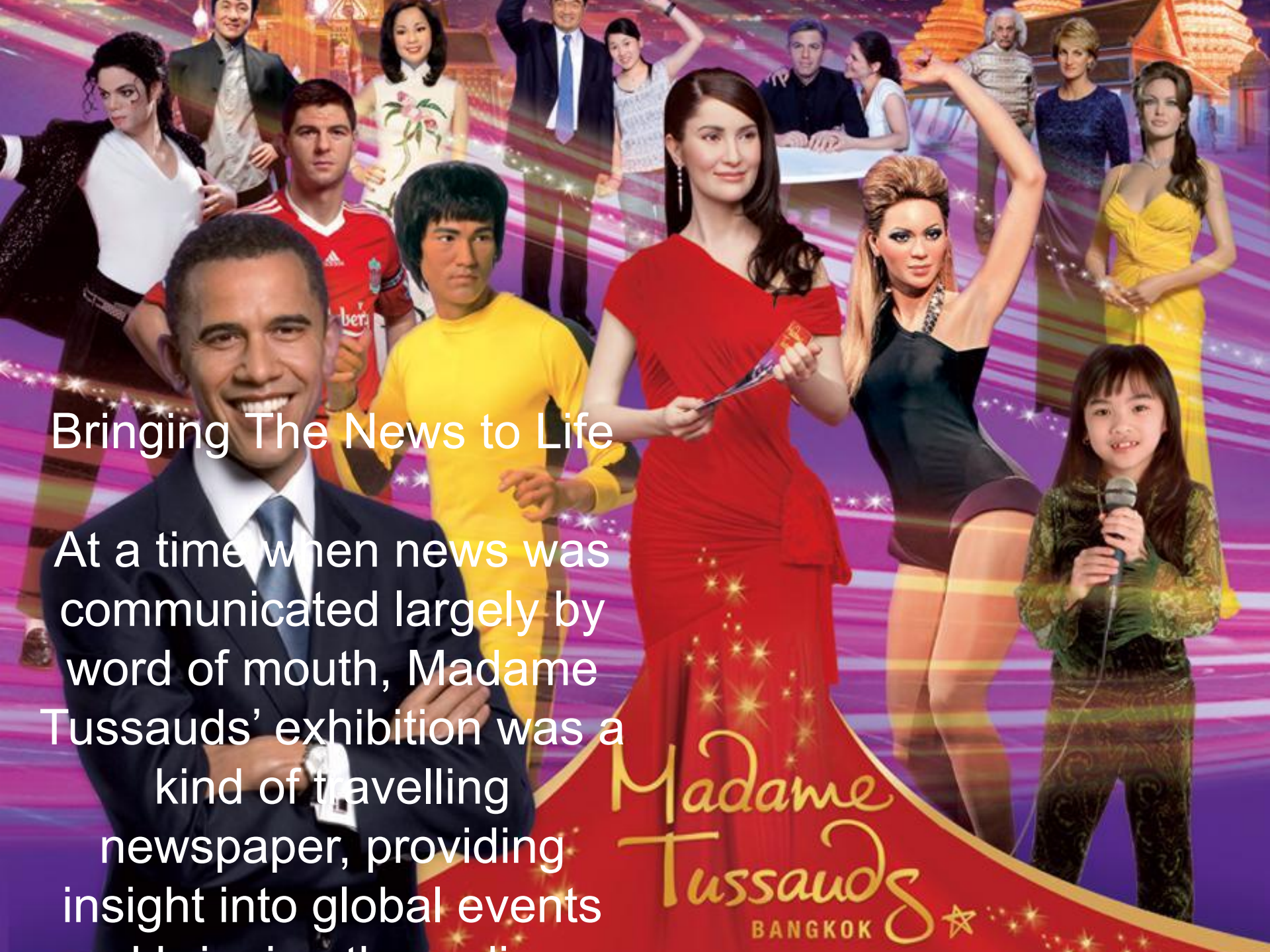
The attraction's history is a rich and fascinating one, with roots dating back to the Paris of 1770. It was here that Madame Tussaud learnt to model wax



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.

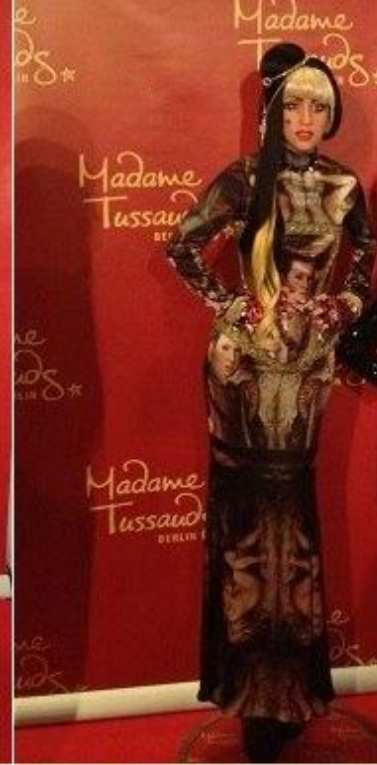




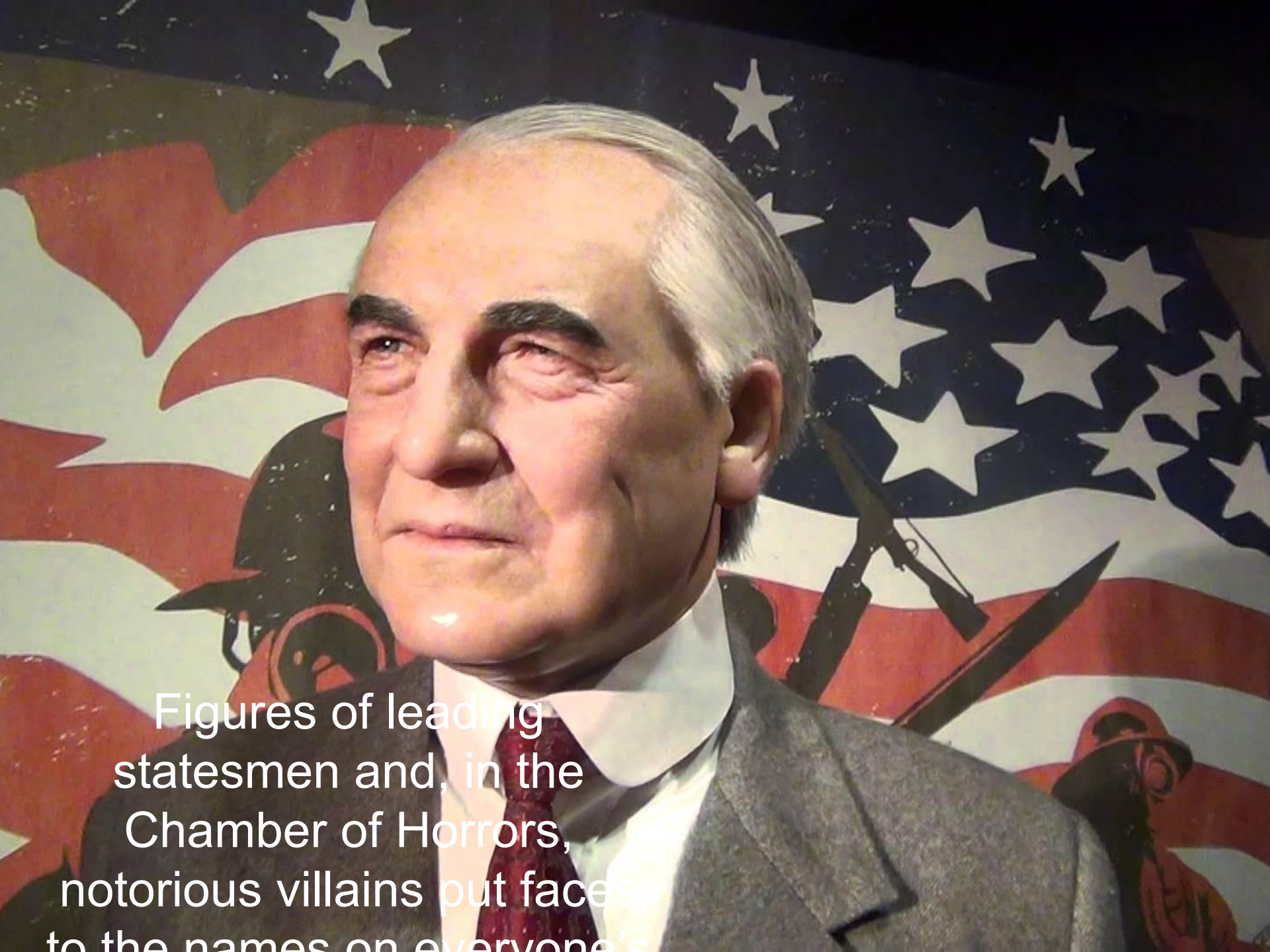
Bringing The News to Life

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

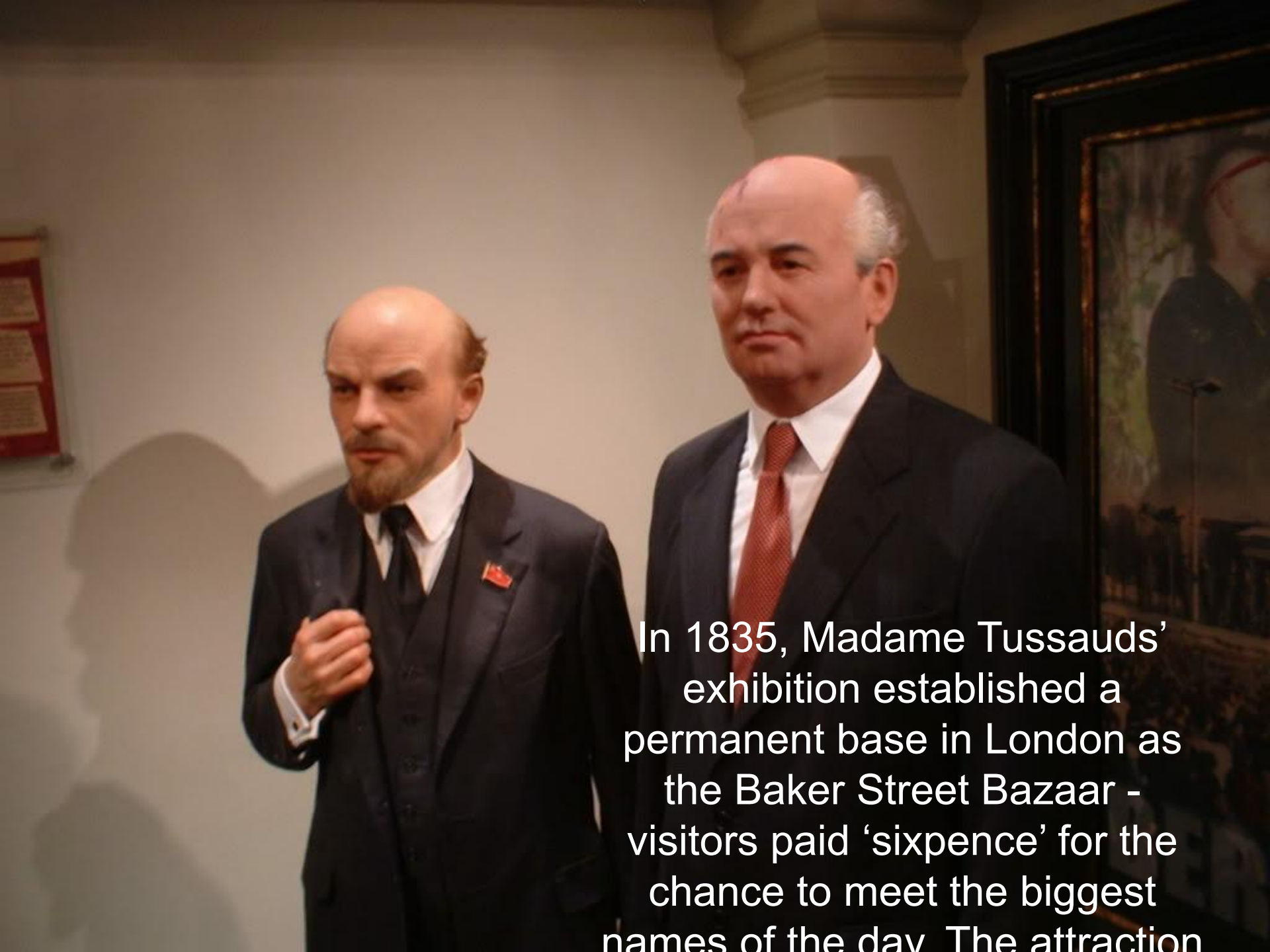
Madame
Tussauds
BANGKOK



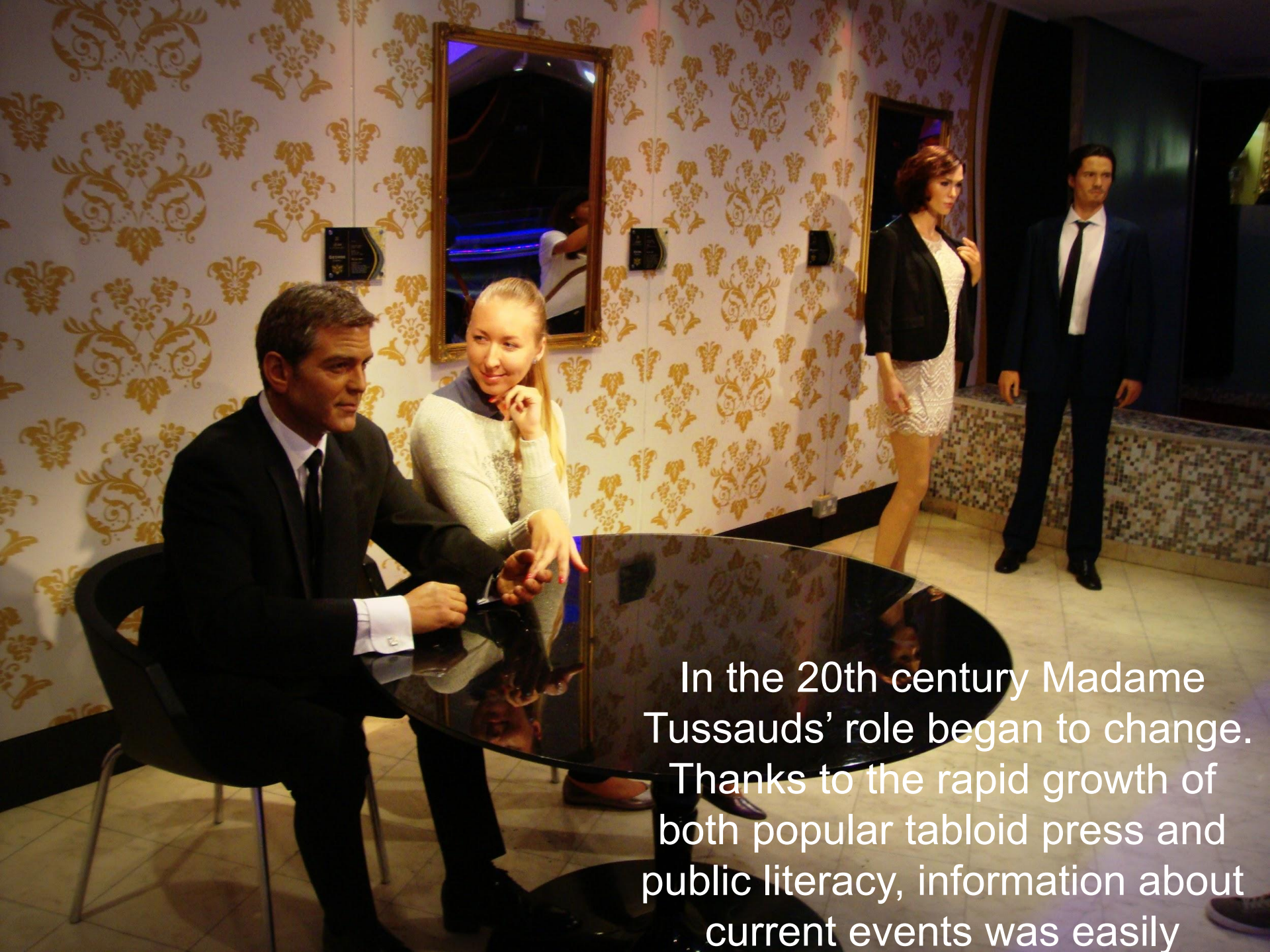
Priceless artefacts from the French Revolution and Napoleonic Wars brought to vividly life events in Europe which had a direct bearing on



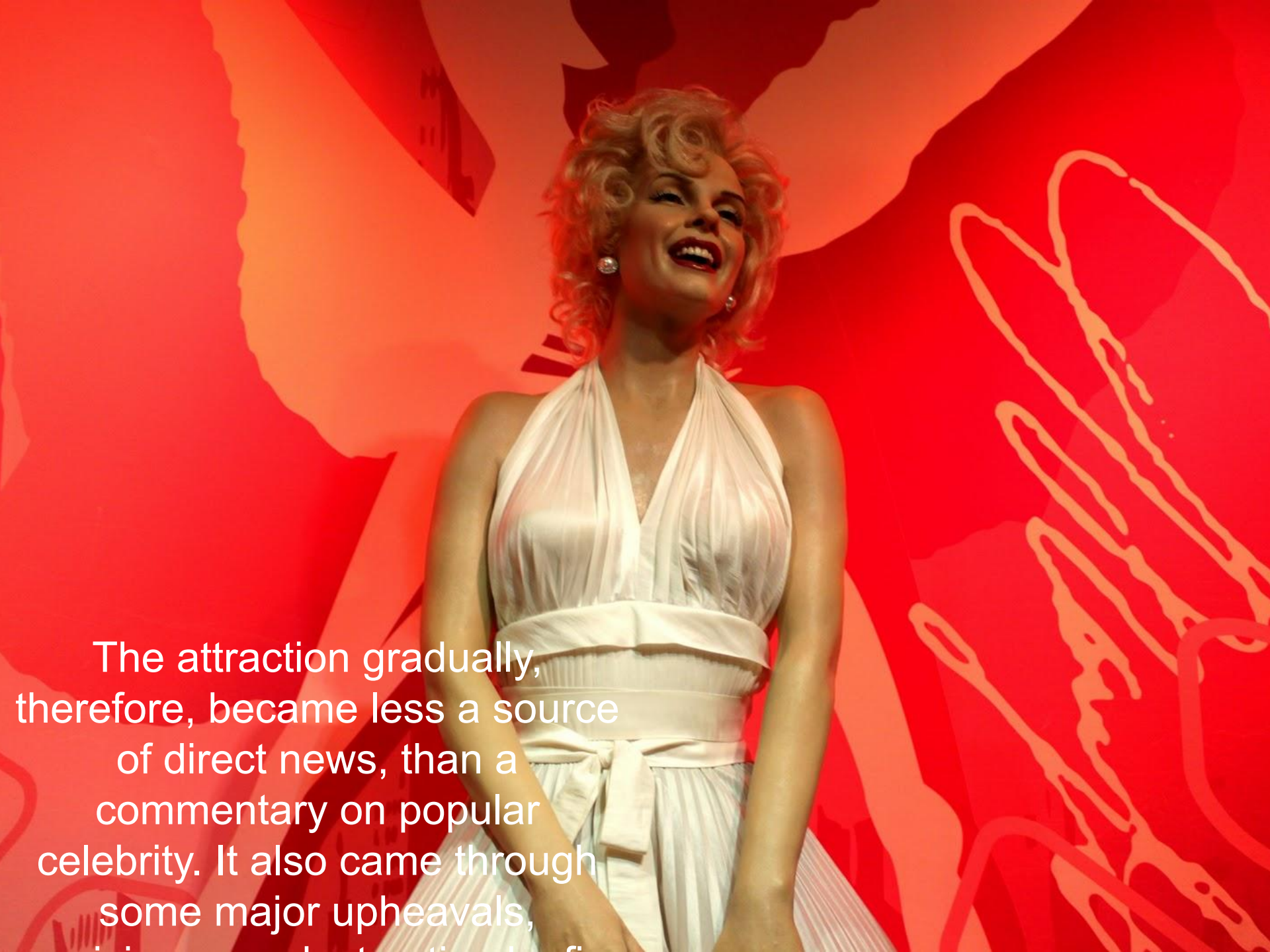
Figures of leading statesmen and, in the Chamber of Horrors, notorious villains put faces to the names on everyone's



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



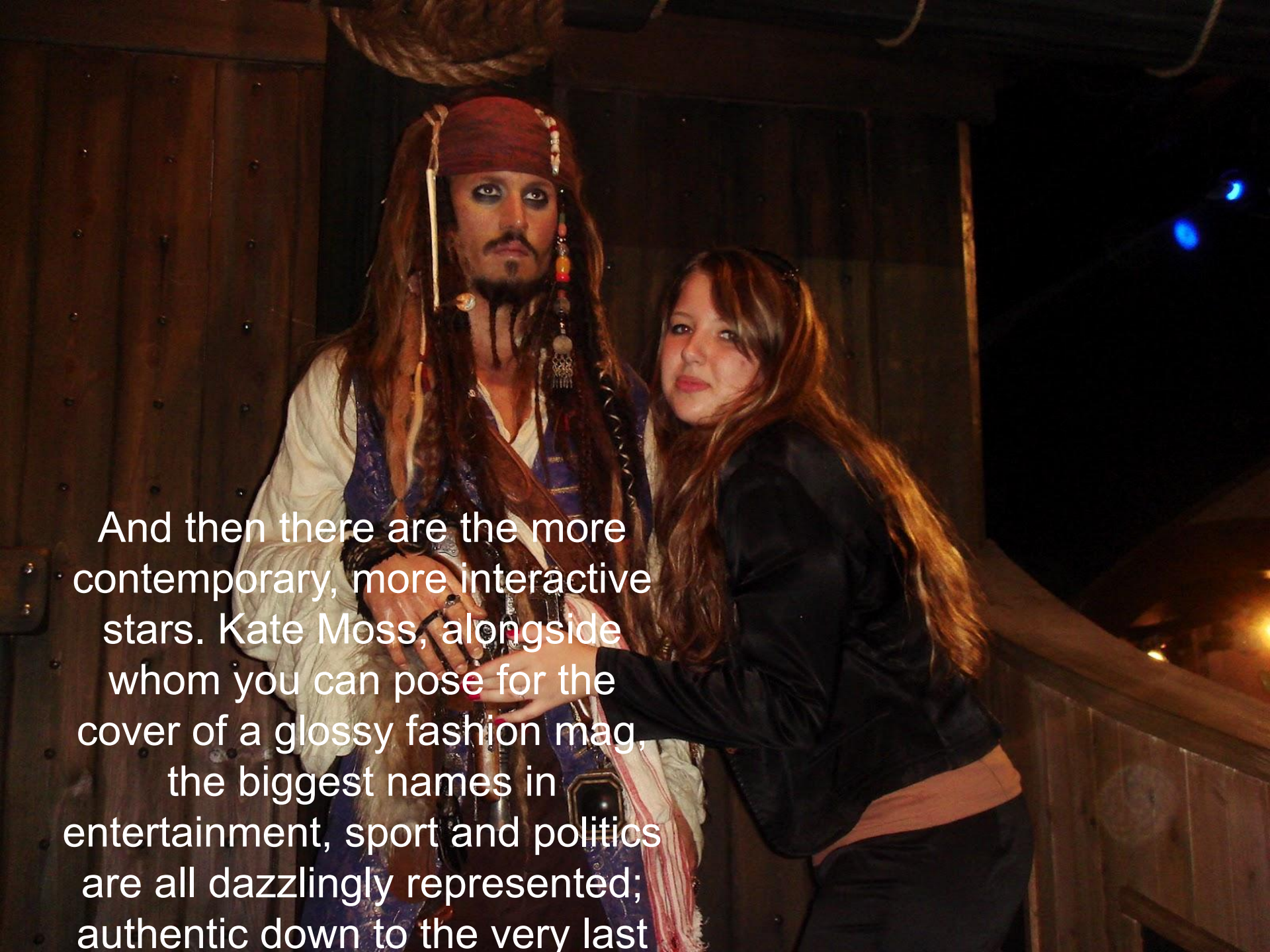
In the 20th century Madame Tussauds' role began to change. Thanks to the rapid growth of both popular tabloid press and public literacy, information about current events was easily



The attraction gradually, therefore, became less a source of direct news, than a commentary on popular celebrity. It also came through some major upheavals,



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; non



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!

