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UNIVERSITY OF LIBERAL ARTS  
BANGLADESH

**Program:** Bachelor of Social Science in  
Media studies and Journalism

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**Media Kit**

**Submitted To**

**M.H. Haider**

**Team Topic:** Madame Tussauds Bangladesh

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## **Backgrounder:**

### **About Madame Tussauds:**

Madame Tussauds initially opened an international presence in Amsterdam in 1970. Marie Tussaud, a wax sculptor, launched it in 1835. Madame Tussauds is a prominent tourist destination in London, where wax sculptures of famous and historical persons, as well as iconic film and television characters, are on exhibit. Since then, 25 other museums have opened throughout the world, including seven in the United States and others in Beijing, Tokyo, Dubai, India and Sydney.

### **Madame Tussauds in Asia:**

- In the year 2000, the first Madame Tussauds attraction in Hong Kong opens, followed by the second Madame Tussauds attraction in New York.
- On May 18, 2006, Madame Tussauds Hong Kong reopens. Aaron Kwok, Bae Yong Joon, Xiang Liu, Tiger Woods, Connie Chan, Jay Chow, Miriam Yeung, and Leon Lai are among the celebrities who take part.
- 2007 Madame Tussauds Hong Kong has added six superstars to commemorate the 10th anniversary of Hong Kong's return, including Xiaoping Deng, Sun Yat-sen, Enlai Zhou, Mao Zedong, Jiabao Wen, and Liwei Wei.
- Madame Tussauds Bangkok, Asia's third attraction, opened in December 2010.
- Madame Tussauds attractions in Tokyo and Wuhan opened in 2013.
- Attractions in Nashville and Delhi have opened in 2017.
- As the 10th attraction in Asia Madame Tussauds is going to open Madame Tussauds Bangladesh.

## **Madame Tussauds Bangladesh:**

Madame Tussauds Bangladesh is a new and 10th venture of Madame Tussauds in Asia which is going to portray Bangladeshi culture, History, Art through Wax Sculpture. In 2022, 17th June Madame Tussauds Bangladesh will be launched with a grand launching event. This is situated in Bir Uttam Mir Shawkat Sarak. Madame Tussauds Bangladesh is going to open this attraction with 35 wax sculpture including Sheikh Mujibur Rahman, Kazi Nazrul Islam, Rakibul Islam, Salman Shah, Subir Nandi, Mostafa Monwar, Ziaur Rahman, Humayun ahmed, Mashrafe Bin Mortaza and many more. In a brief, Madame Tussauds Bangladesh will specially focus on to portray Bangladeshi worldwide known celebrities and after that the worldwide renowned individuals. There will be some special wax zone like “War of Heroes”. There visitors will get the opportunity to see the Sculpture of our freedom fighters’ wax.

## **Our franchises:**

Our franchise's name is “Bangladesh Shilpakala Academy”. It is a national institution and is administered by the Ministry of Cultural Affairs. The principal objectives of this institution are presenting the culture of Bangladesh and fostering the arts including fine arts, music, dance and drama. It also holds cultural functions, arranges conferences, seminars, symposiums, workshops, debates, etc. Madame Tussauds Bangladesh is their new edition of contribution to promote Bangladeshi culture through Wax Sculpture.

## **Madame Tussauds Bangladesh Ambassador:**

We have chosen Muhammed Zafar Iqbal as our ambassador who is a prominent Academician, Writer and well accepted among the young generation. We chose our ambassador for 2 years. Madame Tussauds Bangladesh is targeting to choose someone who is capable of attracting our spectators.

## **Gift Card:**

Madame Tussauds Bangladesh occasionally offers gift cards for their spectators. Such as the “Independence Coupon” which is offered when it’s our independent day. We have special offers for kids and old people. Not only that but also, we have some online offers for our regular visitors.

## **Future Plan:**

In future, Madame Tussauds Bangladesh will include more sculpture and an interesting section which will be helpful for our visitors to know more about world history, entertainment industries, Art and Sports through wax sculpture.

## **Fact sheet**

### **Facts about our Museum:**



We are trying to replicate the real Madame Tussauds Museum in our country.

- Covers an Area of 1,800 Square feet.
- Wax figures at our museum include historical and royal figures, film stars, and sports stars.
- Museums have played an integral role in preserving the history of our society. Making wax figures and descriptions will tell us the history of our nation.
- Statues are made 3% larger than the actual person to factor in the wax that melts during the making.
- Sheikh Mujibur Rahman is the largest statue in the museum, standing tall at 3 meters
- Celebrities have to model for the sculptors to get the right measurements.
- Museums are the most reliable source for history knowledge.

- The Museum will have volunteer to inform visitors about information and history.

We provide Different kind of package (Family/Student/VIP).

### **Specialty of our Museum:**

- It will be the first wax Museum of Bangladesh.
- We will find our entire ancestor hero's under one roof.
- Our Museum offers visitors the chance to see the people they most admire with none of the inconvenient consequences that flesh and bone present.
- Our Museum will be divided in sections.
- This will be another source of entertainment and learning.

### **Contacts:**

☎ Hotline: 01701016448

🌐 Website link: <https://www.madametussauds.com/Bangladesh/>

✉ Mail: [madametussauds.bd@gmail.com](mailto:madametussauds.bd@gmail.com)

📷 Instagram link: [www.instagram.com/bdmadametussauds](http://www.instagram.com/bdmadametussauds)

📘 Facebook link: [www.facebook.com/madame\\_tussaudsbd](http://www.facebook.com/madame_tussaudsbd)



Image 1: Madame Tussaud inside Image



Image 2: Outside picture of Madame Tussaud



## **Press Release**

### **Madame Tussauds launch in Bangladesh**

**May 23, 2022; Bangladesh-** A new Madame Tussauds will open in 222 Bir Uttam Mir Shawkat Sarak Dhaka on 17<sup>th</sup> June 2022. Visitors can see the extraordinarily lifelike and multinational wax figurines of our father of the nation, musicians, sports heroes, celebrities, and infamous world leaders, all displayed in memorable and engaging settings.

With an entertainment space of roughly 1,800 square meters, the thrilling new Madame Tussauds attraction will welcome tourists in 2022 and will provide guests with a unique experience within the city.

“We are delighted to be launching our 10th Asian venture of the Madame Tussauds franchise by Bangladesh Shilpakala Academy in Dhaka. We hope there will be a successful opening, we will continue to look at other Madame Tussauds franchise opportunities around the globe, in markets where the brand is not already present.” posted in a tweet by Chris Scurrah, Franchise Director, Merlin Entertainments.

"The wax figure attraction will be the first full-scale franchise of the brand. I hope the star-studded attraction is expected to play a key role in revitalizing tourism in the area since it will feature current and former international and domestic celebrities." Said Sohrab Uddin, Franchise Director of Bangladesh Shilpakala Academy.

### **About Madame Tussauds:**

- In 1970, Madame Tussauds launched its first international location in Amsterdam. It was founded by wax sculptor Marie Tussaud in 1835. Madame Tussauds is a major tourist attraction in London, displaying the waxworks of famous and historical figures, as well as

popular film and television characters. Since then, 25 other museums have opened throughout the world, including seven in the United States as well as museums in Beijing, Tokyo, Dubai, and Sydney. For more details about Madame Tussauds Bangladesh go through this link- <https://www.madametussauds.com/Bangladesh/>

**Media contact:**

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## **MEDIA INVITATION**

### **Madame Tussauds Museum Launch in Bangladesh**

Date: 17th June, 2022

Venue : 222 Bir Uttam Mir Sawkat Sarak

Madame Tussauds will be launching their first attraction in Bangladesh and 10th attraction in Asia with the support of “Bangladesh Shilpakala Academy” on 17<sup>th</sup> June 2022.

At Madame Tussauds Bangladesh our visitors will be able to observe wax sculptures of Sheikh Mujibur Rahman, Kazi Nazrul Islam, Rakibul Islam, Salman Shah, Subir Nandi, Mostafa Monwar, Ziaur Rahman, Humayun Ahmed, Mashrafe Bin Mortaza, and others. In a nutshell, Madame Tussauds Bangladesh will concentrate on portraying Bangladeshi international famous personalities first, followed by international celebrities.

On behalf of Madame Tussauds Bangladesh, I would like to invite one of your experienced reporters and one photographer from your prominent media house to cover our launching event.

#### **Our event Schedule:**

Opening ceremony: 10.00am - 10.30 am

Welcome speech by CEO: 10.30 am - 11.00 am

Speech by Our Guests: 11.00 am - 1.00 pm

Lunch: 1.00 pm - 2.00 pm

Museum Tour: 2.00 pm - 4.00 pm

Photoshoot Session : 4.00 pm - 5.00 pm

For more information and further clarification please contact: 01829183951

#### **Media Contact:**

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**Business Card:**



Image 1: Front Side of Business



Image 2: Back Side of Business Card



Image 3: Voucher for invited Journalists



Image 4: gift



Image 5: Invitation File



Image 6: Invitation File