

= Drowned World Tour =

Drowned World Tour was the fifth concert tour by American singer @-@ songwriter Madonna in support of her seventh and eighth studio albums *Ray of Light* and *Music* . It was also her first tour in eight years , following *The Girlie Show World Tour* in 1993 . The tour was supposed to start in 1999 , but was delayed until 2001 as Madonna gave birth to her son , got married to Guy Ritchie , was working on *Music* , and was busy filming *The Next Best Thing* . When the tour was decided , Madonna appointed Jamie King as choreographer and the tour was planned in a short timespan of three months , including signing up the dancers , musicians and technicians . Designer Jean @-@ Paul Gaultier was the costume designer who designed the costumes in such way that they indicated different phases of Madonna 's career . The poster and logo for the tour included references to Kabbalah , which Madonna studied .

The show was divided into five segments , namely *Cyber @-@ Punk* , *Geisha* , *Cowgirl* , *Spanish* , and *Ghetto* . The setlist consisted mainly of songs from the last two studio albums released at that point , with two pre @-@ 1990s song added . The first segment displayed high @-@ energy performances with Madonna wearing a kilt and dominatrix style costumes . In the geisha segment performances Madonna wore a kimono and later performed airborne martial arts . Acoustic songs were performed in the country segment which featured Madonna in cowboy costumes . The Latin segment featured flamenco dancing and the last segment featured ghetto @-@ themed performances . *Drowned World Tour* was critically appreciated from contemporary critics who complimented her ability to re @-@ invent continuously .

The tour was a commercial success . It went on to become the highest @-@ grossing concert tour of 2001 by a solo artist . She grossed more than US \$ 76 @. @ 8 million (\$ 102 @. @ 64 million in 2016 dollars) , selling out summer shows and eventually playing in front of 730 @, @ 000 fans throughout the United States and Europe . It received Major Tour of the Year and Most Creative Stage Production awards nominations at the 2001 Pollstar awards , but lost them to U2 . The concert was broadcast live on HBO from The Palace of Auburn Hills in Auburn Hills , Michigan on August 26 , 2001 . A DVD titled *Drowned World Tour 2001* was released in November 2001 .

= = Background = =

After the release of her seventh studio album *Ray of Light* (1998) , Madonna stated in a live interview with Larry King on January 19 , 1999 that " I am going to do a movie in April ; *The Next Best Thing* , and then I am going to rehearse to go on tour . And then I 'll probably play up until the millennium , New Year 's Eve . " The tour was delayed until 2001 , as she had , in her own words , " been distracted by having children and filming movies " . She also began a serious relationship with Guy Ritchie in 1999 . By 2000 , she had become pregnant with her son Rocco Ritchie , released her eighth studio album *Music* that year , and married Ritchie in December 2000 .

When Madonna finally decided to go on the tour , time was short and she had to prepare the show within three months . Auditioning for the dancers started around March 2001 . Jamie King was signed up as the creative director and the choreographer of the show . King said in an interview that the tour " was so hectic that I suffered from depressions and fell considerably ill . " Rehearsals continued for thirteen hours a day , five days a week , with more and more dancers joining for the show . In the end , ten dancers and two backup singers were used . Madonna had her guitarist Monte Pittman teach her to play the instrument , and she played both acoustic and electric guitar live in the show . French house music expert Stuart Price , who had worked with Madonna on remixes of her album *Music* , was signed as bassist and keyboards player . Clair Brothers Audio support was roped in for providing a mixture of high @-@ tech techno sound and fusion of acoustic and trance . Madonna clarified : " I don 't see the point of doing a show unless you offer something that is going to mind @-@ boggle the senses . It 's not enough to get on stage and sing a song . It 's all about theatre and drama and surprises and suspenses . "

The *Drowned World Tour* was originally scheduled to begin with two shows in the Kölnarena in Cologne , Germany but both concerts had to be canceled due to technical difficulties . As a result ,

35 @, @ 000 tickets were refunded . Her show of August 3 at the Continental Airlines Arena in New Jersey was also cancelled , this time due to illness . Therefore , total tour dates numbered forty @-@ seven instead of fifty .

= = Development = =

The tour was divided into five segments , namely Cyber @-@ Punk , Geisha , Cowgirl , Spanish and Ghetto . Each segment represented a phase of Madonna 's career . Madonna 's publicist Liz rosenberg announced that the tour was designed as the grandest spectacle amongst all the other Madonna tours . Designer Jean @-@ Paul Gaultier was signed up to create the costumes for the tour . He came up with the concept of creating the costumes of the tour as a fusion of punk and Scottish fashions . Other costumes designed by Gaultier had geisha , cowboy and Spanish themes in them . Other designers associated with the tour included Dean and Dan Caten , creators of the DSquared2 fashion line . The dresses developed included a torn shirt and zippered black pants , indicating the early days of her career , and leather chapped jeans and ghetto fabulous costumes , indicating the phase of her career at that point of time . Black wigs and white makeup would demonstrate the Ray of Light and the geisha themes . A hybrid of clothes from the music video of the Madonna song " La Isla Bonita " (1987) and the 1996 Madonna starring musical Evita were also created . The setlist for the show consisted mainly of songs from the last two studio albums Ray of Light and Music . Among her pre @-@ 1990s hits , only " Holiday " and " La Isla Bonita " were added to the set list . Dave Kob , FOH engineer for the tour , commented that ,

" The show is extremely technical , extremely fast @-@ paced , and the variety of music is amazing . [...] It goes from screaming heavy metal to techno dance , to Country and Western ; there 's even a flamenco hootenanny where everyone comes down front , beats on logs and plays acoustic guitars and pennywhistles . Then it goes back to ' Holiday ' which is an old dance number . It keeps you steppin ' . Madonna sings everything live . She 's been that way from the beginning of her career , even with all the athletic dancing . She 's a hard worker and she expects everybody else to work as hard or harder . I respect that . "

The stage was as huge as a tennis court and was made movable . Above the stage was a vast electrical grid , composed of truss sections , chain motors , cabling and the control devices that linked electronically or mechanically with the performances happening below . Four gigantic video monitors formed the backdrop of the stage . Other equipment included a mechanical bull and equipment for aerial movements . The sets were built in sections by three companies . A permanent crew of around hundred was hired . Monitor mixing was handled by four monitor engineers , with two of them for Madonna 's monitors . Blake Suib , one of the engineers , commented that Madonna was a perfectionist and she knew when a sound , coming from the speakers , sounded bad or good during rehearsals . By the suggestion of music director Pat Leonard , they tried out using 14 kHz of sound frequency in their live speakers , which was unusual to use at that point of time . Also they came up with the idea of using isolated amplifiers to pick up the sound of the instruments individually . Suib commented that " the creative process of coming up with new ideas , implementing them , and then soberly evaluating their results was time @-@ consuming but worth it . " The poster and the logo for the tour was developed by Chase Design Group . They wanted to make the logo as much aesthetic as possible . They developed a custom icon and logo type to convey the unique and ethereal qualities of Madonna 's show , which was described by the group 's founder Margo Chase as " a multilayered musical and spiritual journey through diverse worlds . " Chase commented that since " Madonna is a student of Kabbalah , she requested that we include references to that body of knowledge . " The resulting logo and poster included both Arabic and Hebrew references . A number of designs were prepared by Chase and the one ultimately chosen by Madonna made it to the main poster of the show , which featured Madonna 's face @-@ shot from the " What It Feels Like for a Girl " video shots .

= = Concert synopsis = =

The show was divided into five sections : Cyber @-@ Punk , Geisha , Cowgirl , Spanish and Ghetto . It began with a dramatic performance of " Drowned World / Substitute For Love " ; Madonna entered amidst billows of dry ice , dressed in a sleeveless black top , crossover top with one net sleeve , jeans with zips and bondage straps , a studded dog collar and a tartan kilt . She performed the song standing on the middle platform of the stage . Afterwards a chaotic cyberpunk @-@ themed performance of " Impressive Instant " started , with dancers in gas masks and headlights . She then played guitar for " Candy Perfume Girl " , leading to the performance of " Beautiful Stranger " featuring a lost stage technician . Backdrops displayed scenes from the movie Austin Powers : The Spy Who Shagged Me and psychedelic fluorescent whirls . The first section finished with " Ray of Light " where Madonna danced energetically across the stage .

The second segment opened with a video interlude of " Paradise (Not for Me) " and had nearly naked dancers hanging upside down from the ceiling . As the video ended , the dancers stood in front of the stage opening their mouth which was lit from inside . Madonna appeared on the stage wearing a short black wig and a hand @-@ painted kimono with fifty @-@ two @-@ feet long sleevespan , to sing " Frozen " . The backdrops display silhouettes of burning trees against racing , blood @-@ red clouds . A short intro of " Open Your Heart " lead to " Nobody 's Perfect " where Madonna was portrayed to be sacrificed for her sins . This was followed by " Mer Girl " which turned into the fast @-@ action , ninja / samurai martial arts battle performance of " Sky Fits Heaven " , transforming back into the slow @-@ tempo " Mer Girl " . This section was inspired by the Chinese film Crouching Tiger , Hidden Dragon (2000) . Madonna 's battered and bruised face is shown in the backdrops as she emerged with a shotgun from the battle on stage and shot her dancer . As Madonna disappeared into the floor , a violent , sexually explicit Japanese animation dance remix interlude of " What It Feels Like for a Girl " was shown , featuring footage from the Japanese anime film Perfect Blue (1997) .

Madonna appeared as a cowgirl , wearing a stars and stripes vest , for an acoustic guitar performance of " I Deserve It " and dedicated it to her then husband Guy Ritchie . This was followed by line dancing with her dancers dressed as cowboys during " Don 't Tell Me " where she accessorized herself with a raccoon 's tail . For " Human Nature " , she rode a mechanical bull . After the performance , she addressed the audience in a mocking southern accent and sang a macabre themed song titled " The Funny Song " . The next song was " Secret " , which featured scenes of riverside baptism , Sufi dervish ceremonies and Buddhist prayers in the backdrops . She finished off the segment with " Gone " , which was replaced with " You 'll See " on some select U.S. venues . Dancers started the Evita tango interlude of " Don 't Cry for Me Argentina " . A number of candles were lit along the side of the stage . Madonna appeared in a half @-@ dress and performed the Spanish version of " What it Feels Like For a Girl " titled " Lo Que Siente La Mujer " . She finished the segment with an acoustic version of " La Isla Bonita " accompanied by flamenco dancing .

Madonna appeared on stage , in a halter D & G T @-@ shirt that read " Mother " on the front and " F * cker " on the back and a fur coat , singing a mash @-@ up of Stardust 's " Music Sounds Better With You " and " Holiday " . She and her entourage finished the show with a ghetto @-@ themed " Music " , introduced by Ali G , as her music video images flashed onscreen behind her . The song was mashed up with Kraftwerk 's song " Trans @-@ Europe Express " . The phrase " The End " appeared on the backdrops , and signified the show was over .

Several changes were made to the final shows in Los Angeles after the September 11 attacks : Madonna wore an American flag kilt during the show 's opening segment as a display of patriotism , the closing of " Mer Girl " (part II) was altered to remove the staged shooting of a character ; Madonna instead put the gun down , hugged him and they left the stage together . The macabre cannibalism @-@ themed " Funny Song " was removed . Additionally , as a surprise for Madonna at the final concert date , her husband at the time , Guy Ritchie , appeared as the lost technician at the end of " Beautiful Stranger " , the Samurai during " Sky Fits Heaven " wore Los Angeles Lakers jerseys . Also , all of the dancers joined in for the final dance section of " Holiday " , which usually only featured Madonna and her two backing singers . During the New York City performance of " Secret " , she dedicated the song to its inhabitants .

= = Critical reception = =

The tour received positive reviews and critical acclaim . Cory Moss from MTV wrote that " music might make the world go round , but costumes and theatrics make it more fun . Nobody knows this better than the Material Girl . " Michael Hubbard from MusicOMH commented that " you 'd struggle to find a better show than Drowned World and you 'd find it difficult to find a mainstream artist who can command near @-@ universal respect for anything like as long as this fine lady . One could almost judge the artist by what was left out [...] she displayed that temptress quality which has beguiled us for nearly two decades and that , combined with her exquisite music , is why Madonna is so special . " Sal Cinquemani from Slant Magazine wrote : " Though her Cowgirl image is easily her least significant incarnation to date , Drowned World proves that Madonna is still unmatched in her ability to lift cultural iconography into the mainstream . [...] Those who thought Madonna hung up her handcuffs along with the notorious Sex book should look again closely . With its themes of chaos , dominance , and , ultimately , celebration , Madonna 's Drowned World explores her ever @-@ fervid intrigue with both imposed and pious restraint . "

Simon Price from The Independent said that the tour " is a triumph of hydraulics , bungee rope acrobatics and cutting @-@ edge choreography . " However , he felt that the setlist consisting of mainly current songs implied that Madonna was doing " a paranoid attempt to frame herself as part of the present and not the past ? The irony here is that , given the ever @-@ decreasing spirals of pop revivalism , in order to be truly contemporary , rather than eschewing her past , Madonna would need to be ripping herself off circa 1984 . " John McAlley from Entertainment Weekly commented that the music was " loud , energetic , well @-@ sung , and perhaps a little too often beside the point " and that " [it] struggle [d] to rise above its [the show 's] theatrics . " He added that one will be " awed by Madonna 's palpable life force and intelligence . [...] There are plenty of reasons to bow at this artist 's feat . " Jon Pareles of The New York Times said that " through the concert , Madonna made a display of arrogance , tossing off profanities , striking tough postures and glaring more often than she smiled . She represents self @-@ love backed by plenty of gym time and a whole troupe of devoted flunkies , all laboring to delight an audience she only seems to disdain . Music makes the people come together , she sang in the finale ? together , that is , if Madonna is clearly in charge . " Alexis Petridis of The Guardian felt that " with its perfect dance routines , special effects , devoted audience and hint of bullish arrogance , the Drowned World show befits the world 's most famous woman . "

= = Commercial response = =

Tour dates were limited to cities in Europe and North America . This decision caused some resentment among fans in other parts of the world . Drowned World became the first (and only) Madonna tour to skip over Canada completely . For many weeks prior to the launch of the tour dates , Arthur Fogel from Live Nation himself attempted to book dates in Toronto at the Air Canada Centre between the Sunrise , Atlanta , and Detroit dates , though no free bookings were available . In the end no dates were scheduled in Toronto , to the disappointment of many Canadian fans . Ticket sales were swift in London on April 25 , as Madonna sold out her dates at Earls Court Exhibition Centre in record time ? six shows in six hours . Madonna made history with the fastest @-@ selling show ever at Earl 's Court , as 97 @, @ 000 tickets were sold .

The first show sold out in just fifteen minutes , and the online ticket website took one million hits in the first ten minutes while thirty million attempts were made to phone Madonna hotlines . All dates of Madonna 's Drowned World Tour sold out within minutes of going on sale . After the tour was over , industry reports presented that it earned US \$ 76 @. @ 8 million (\$ 102 @. @ 64 million in 2016 dollars) in total , from forty @-@ seven summer sold @-@ out shows and eventually played in front of 730 @, @ 000 people throughout North America and Europe , averaging at \$ 1 @. @ 6 million (\$ 2 @. @ 14 million in 2016 dollars) per show . Drowned World Tour became the highest @-@ grossing concert tour of 2001 by a solo artist , as well as the fourth highest @-@ grossing among all

, behind U2 , N Sync and the Backstreet Boys . Drowned World received the Major Tour of the Year and Most Creative Stage Production awards nominations at the 2001 Pollstar awards , but lost them to U2 .

= = Broadcast and recordings = =

The concert was broadcast live on HBO from The Palace of Auburn Hills in Auburn Hills , Michigan on August 26 , 2001 . Known as Madonna Live ! ? Drowned World Tour 2001 , the broadcast was announced by Nancy Geller , senior vice president of HBO Original Programming . She commented , " It 's a thrill for us to have Madonna back , because we know it is going to be a spectacular show , with that combination of her amazing talent and extravagant style which only Madonna can bring . " It was produced by Marty Callner and directed by Hamish Hamilton . " Gone " was performed for the television broadcast and DVD release . The broadcast won the Best TV Concert category at the 2002 AOL TV Viewer Awards .

The Drowned World Tour 2001 DVD was released in all regions on November 13 , 2001 . Three audio tracks were made available : a DTS track , a Dolby Digital 5 @. @ 1 track , and a Dolby Digital 2 @. @ 0 Stereo track . A photo gallery was included as a bonus feature . Like the original airing of the show , the DVD received very good reviews . The photographs used on the DVD packaging were taken by Madonna 's friend Rosie O 'Donnell . The DVD was certified platinum by the Recording Industry Association of America (RIAA) for shipment of 100 @, @ 000 copies in DVD units .

= = Set list = =

" Drowned World / Substitute for Love " (contains elements of " Music " , " Human Nature " " Ray of Light " and " Impressive Instant ")

" Impressive Instant "

" Candy Perfume Girl "

" Beautiful Stranger " (contains elements of " Soul Bossa Nova (Dim 's Space @- @ A @- @ Nova) ")

" Ray of Light " (ends with a reprise of " Drowned World / Substitute For Love ")

" Paradise (Not for Me) " (Video Interlude)

" Frozen " (Stereo MC 's Remix)

" Open Your Heart Swell "

" Nobody 's Perfect "

Medley :

" Mer Girl " (Part I)

" Sky Fits Heaven "

" Mer Girl " (Part II)

" What It Feels Like for a Girl " (Remix) (Video Interlude)

" I Deserve It "

" Don 't Tell Me "

" Human Nature "

" The Funny Song "

" Secret "

" Gone "

" Don 't Cry for Me Argentina " (Instrumental Interlude)

" Lo Que Siente La Mujer " (Spanish Version of " What It Feels Like for a Girl ")

" La Isla Bonita "

" Holiday " (contains elements from " Fate " and " Music Sounds Better with You ")

" Music " (contains elements from " Trans @- @ Europe Express ")

The set list and the samples used in each performance is as per the track listing present in the Drowned World Tour 2001 live video release .

Additional notes

" Gone " was replaced by " You 'll See " in some U.S. shows .

" The Funny Song " was not performed during the Los Angeles shows after the September 11 attacks .

= = Shows = =

= = Cancelled shows = =

= = Credits and personnel = =

Main

Conception ? Madonna

Creative Director ? Jamie King

Video Director ? Dago Gonzalez

Musical Direction ? Stuart Price

Costume Design ? Jean @-@ Paul Gaultier , Dean and Dan Caten of D @-@ Squared , Dolce & Gabbana , Donatella Versace , Catherine Malandrino

Choreographer ? Alex Magno

Band

Keyboards ? Marcus Brown , Stuart Price

Drums ? Steve Sidelnyk

Guitar ? Monte Pittman , Stuart Price

Bass ? Raymond Hudson

Percussion ? Ron Powell

Backing vocals ? Niki Haris , Donna De Lory

Head Dancer ? Christian Vincent

Dancers ? Ruthy Inchaustegui , Nito Larioza , Tamara Levinson , Anthony Jay Rodriguez , Jamal Story , Kemba Shannon , Eko Supriyanto , Jull Weber , Addie Yungmee

Technology Director and Additional Keyboards ? Mike McKnight