

= Who 's That Girl World Tour =

Who 's That Girl World Tour was the second concert tour by American singer @-@ songwriter Madonna . The tour supported her third studio album , True Blue (1986) , as well as the soundtrack Who 's That Girl (1987) . It was Madonna 's first world tour , reaching Asia , North America and Europe . Madonna 's 1987 film Who 's That Girl was a box office failure , but its soundtrack proved to be a commercial success . Warner Bros. felt that they could encash on Madonna 's success further and they sent her on a world tour . Musically and technically superior to her previous Virgin Tour , the Who 's That Girl Tour incorporated multimedia components to make the show more appealing .

Madonna trained herself physically with aerobics , jogging and weight @-@ lifting , to cope with the choreography and the dance routines . For the costumes , she collaborated with designer Marlene Stewart , expanding on the idea of bringing her popular video characters to life onstage , reworking scenes from videos such as " True Blue " , " Open Your Heart " , " Papa Don 't Preach " and " La Isla Bonita " . The stage was huge , with four video screens , multimedia projectors and a flight of stairs in the middle . Patrick Leonard , who was the music director , encouraged Madonna to go with the idea of rearranging her older songs and presenting them in a new format . The title Who 's That Girl came to Madonna 's mind when during rehearsals one @-@ day when she looked at a gigantic image of herself , projected on a screen on the stage .

The show consisted of seven costume changes , with song @-@ and @-@ dance routines , theatrics , addressing social causes ? during " Papa Don 't Preach " ? as well as an encore , consisting of " La Isla Bonita " , the Who 's That Girl film title song and " Holiday " . The tour was critically appreciated , who commented on the extravagant nature of the concert and complimented Madonna for her dancing , costume changes and dynamic pacing . Who 's That Girl was a commercial success , grossing in total of US \$ 25 million (\$ 52 @.@ 07 million in 2016 dollars) by playing in front of 1 @.@ 5 million audience . According to Pollstar , it was the second top female concert tour of 1987 , behind Tina Turner 's Break Every Rule Tour .

Who 's That Girl was broadcast in a number of international television channels and was released in VHS titled Ciao Italia : Live from Italy . Biographer J. Randy Taraborrelli commented that " Many female artists behave like a diva for a period when they reach superstar status , and the ' Who 's That Girl ? ' tour marked the beginning of Madonna 's . " It is also noted for giving rise to the term " new Madonna " , a stronger and more intelligent sexual image of her former self which had given rise to the term Madonna wannabe . A statue of Madonna , wearing conical bra was erected in her name , at the center of the town of Pacentro in Italy , where her ancestors used to live .

= = Background = =

Madonna 's 1987 film Who 's That Girl was a box office failure , reason being Madonna trying to do many different things together in the film . According to Taraborrelli , Madonna appropriated a Judy Holliday voice , along with Marilyn Monroe 's hair and make @-@ up for the film , which ? according to critics ? was somehow designed for actress Carole Lombard , and hence it failed . However , the soundtrack of the film proved to be a big success . The album consisted of four Madonna songs , along with tracks by obscure Warner Bros. Records ' acts like Club Nouveau , Scritti Politti and Michael Davidson . Three of Madonna 's songs were released as singles , namely : " Who 's That Girl " , " Causing a Commotion " and " The Look of Love " , all of them were successful .

The album , released before the film , sold a million copies in the United States , and five million worldwide . Taraborrelli felt that at that moment , riding on Madonna 's coattails proved profitable for everyone involved , including Warner Bros. Records , which notched up big sales with a compilation soundtrack album that was basically a showcase for its marginal artists . But still they wanted to " milk @-@ in " the success of Madonna , a view shared by Peter Guber and Jon Peters , executive producers of the film . Hence they felt a worldwide concert tour was the appropriate thing to do , since it would promote both the soundtrack and the film , as well as Madonna 's successful third studio album True Blue , released the year before . As Madonna 's first world tour , Who 's That Girl

ended up being a resounding success , although by its end , Madonna declared that she did not want to hear any of her songs again and she did not know whether she would ever write another one . " I returned feeling so burned out and I was convinced that I wouldn 't go near music for quite a while " , she said .

= = Development = =

The Who 's That Girl World Tour was musically and technically superior to Madonna 's Virgin Tour , because she incorporated multimedia components to make the show more compelling . As the tour was confirmed , Madonna and her team started planning for it . Madonna wanted a show which consisted of theatrics , drama , dance and choreography in " full @-@ force " . Her publicist Liz Rosenberg commented , " She wants a visual impact that would knock people out . She was very determined about this . And she 's the type that makes decisions quickly ; If something doesn 't work , she starts over . You 'll see a different look this year , but it 's still Madonna , still bigger than life . " In order to engage herself completely and handle the grueling dance routines , she started attending aerobics classes at Hollywood health centre The Sports Connection . By the time the tour drew nearer , she hired a personal trainer , and her daily routine involved jogging , weight @-@ lifting , dancing , gymnastics , trampoline , swimming and cycling . She started eating vegetarian food with plenty of protein and carbohydrate and avoided the sun . British funk band Level 42 was the supporting act of the tour . Madonna 's image was that of a blond girl with soft curls , making a striking contrast with the firm , almost hard lines of her eye make @-@ up and lipstick ; the idea of her friend actress Debi Mazar .

For the costumes , Madonna collaborated with designer Marlene Stewart . She expanded on the idea of bringing her popular video characters to life onstage , reworking scenes from " True Blue " , " Open Your Heart " , " Papa Don 't Preach " and " La Isla Bonita " . For " Open Your Heart " , Madonna reused the Stewart designed black bustier worn by her in the video , complete with tassels , golden tips and ribbing with fishnets on leg . Stewart 's other designs included a Spanish style dress for " La Isla Bonita " and a gold lamé jacket for the " White Heat " sequence . The last dress of the show was visually amusing and , according to Madonna , was for " anyone that takes me too seriously , or imagined and I take myself too seriously . " Inspired by Dame Edna Everage , the dress consisted of a hat strewn with fake fruits , flowers and feathers , jeweled batwing spectacles with heavy , black frames , a ruffled skirt and a bodice covered with objects such as watches and dolls and fishnets . The knickers were inscribed with the word " Kiss " . Continuing her tradition of message clothes , she spelt out the phrase " You Can Dance " on her jacket , using the letter U , a can of soup and the word " dance " at the back .

Calling the show a " theatrical multimedia spectacular " , Madonna wanted a huge stage with a central platform from which a flight of stairs descended . The central platform was flanked by two lower platforms , which housed the band and the musicians . A large video screen was suspended above the stairs , which descended during the show . Two projectors were situated at the front of the stage , which projected images of The Pope and President Ronald Reagan during the show . Patrick Leonard , who had produced True Blue , joined as the musical director for the shows . Instead of following every note on the records , Leonard encouraged the musicians to come up with new ideas for the songs . Hence a number of the old songs were rearranged , including introducing a medley of " Dress You Up " , " Material Girl " and " Like a Virgin " ? which contained a sample from the Four Tops song " I Can 't Help Myself (Sugar Pie Honey Bunch) " . American choreographer Shabba Doo was signed to choreograph the show . 13 @-@ year @-@ old Christopher Finch was signed to play the part of the small boy from the " Open Your Heart " video , since Felix Howard , who played the original part , did not get a working license , and hence could not join the tour . Madonna wanted three backup singers , a team of male dancers and a succession of costume changes . She took inputs from her then husband , actor Sean Penn saying , " I really respect Sean 's opinion . He has great taste and is a very brilliant man . When I was putting my tour together , it was always in the back of my mind : ' I wonder what Sean will think of this ? ' He 's extremely opinionated and has really high standards , and that sometimes pushed me into making decisions I

wouldn't have otherwise made . " The title " Who 's That Girl Tour " came to Madonna 's mind during rehearsals one @-@ day when she looked at a gigantic image of herself , projected on a screen on the stage . She commented ,

" Oh god , what have I done ? What have I created ? Is that me , or is this me , this small person standing down here on the stage ? That 's why I call the tour ' Who 's That Girl ? ' ; because I play a lot of characters , and every time I do a video or a song , people go , ' Oh , that 's what she 's like . ' And I 'm not like any of them . I 'm all of them . I 'm none of them . You know what I mean . ? "

= = Concert synopsis = =

The show started with a performance by Level 42 . As their performance ended , the lights started blinking all around the stadium and Finch appears on stage , looking for Madonna . He is followed by two other dancers , who jump around the stage and disappear . Then Madonna 's silhouette is visible behind a screen which has paintings by Tamara de Lempicka on it . She performs dance moves behind the screen , which starts going up slowly . She wore a black pointy corset and fishnets like the costume in the music video of " Open Your Heart " . After dancing on the stairs , using a chair as a prop , Madonna descends and starts singing the song . Later Finch joins her again and they dance together till the song ends . This was followed by the performance of " Lucky Star " during which a disco ball spun above the stage ; as Madonna and her dancers moved around it , the light from the ball flickered on them like a star . For " True Blue " , Madonna came up on the stage wearing a blue , silk taffeta dress over her corset and a blue scarf hidden in her bosom . The stage had a similar blue setting like the original music video . Madonna is backed up by her singers who play her girlfriends . At the end of the song Madonna is asked to dance again by the dancer playing her man in the performance . During " Papa Don 't Preach " Madonna wore a black leather jacket over her dress and walked around the stage while singing . The screen in the background showed portraits of Pope John Paul II and then @-@ President of the U.S. Ronald Reagan , along with scenes of John Perry III 's short film , The Nightmare , ending with the words " Safe Sex " , as Madonna finished the song . She dedicated the song to the Pope , marking her first conflict with the Vatican , as Pope John Paul II urged Italian fans to boycott her concerts .

During " White Heat " ? which featured dialogues from the 1949 James Cagney film of the same name ? a video screen displayed a scene from the film , with Cagney saying the dialogue : " A copper ... a copper fellas " . The video screen moves up and Madonna appears , wearing a lamé jacket and holding a plastic gun in her right hand . A large cut out of Cagney appears in the middle and Madonna finishes singing the song , while pointing the revolver towards her dancers and pretending to fire at them , as sounds of gunshots are heard . She followed it with " Causing a Commotion " which ended with Madonna pointing to her dancers and musicians across stage and uttering the line " He / She 's got the moves baby " numerous times . For " The Look of Love " the spotlight was focused on her . The introductory music of the song started and Madonna roamed around the stage , pretending that she was lost . She wanted to portray her Who 's That Girl film character Nikki , when she was lost in a similar sequence in the film . After she finished singing the song , Madonna pretended to walk forward by pushing through the air , as the conveyor belt took her backwards , ultimately taking her away from the stage . Then a red phone booth appears on the stage , in which Madonna 's silhouette appears to be changing costume . She emerges from the booth wearing the Edna Everage inspired costume and starts singing " Dress You Up " . Then she sang " Material Girl " , while stretching her legs on stage and showing her underwear and followed by " Like a Virgin " , during which she took off her outfit piece by piece , until she was standing in the same outfit from the beginning of the show , and ended the performance while flirting with a young male dancer who played her bridegroom .

A backdrop then started showing the newspaper reports on Madonna 's 1985 Playboy nude picture release . The backdrop moves up as Madonna appears , wearing a loose @-@ fitted black pant and top , with bejeweled glasses , for singing " Where 's the Party " . For " Into the Groove " Finch joins her on stage to dance alongside . Madonna then wore a pink bolero jacket which had the can of soup and the words " U " and " DANCE " flanking it . At the end she is joined by her backup singers

and dancers . Together they take a bow to the audience and finish the performance . Next Madonna sang " La Isla Bonita " as a part of the encore , wearing the same red flamenco dress she had worn in the video . For " Who 's That Girl " , Madonna ? flanked by Finch and a male dancer ? strutted around the stage , asking the audience to join her on the chorus . Lastly , Madonna performed an energetic version of " Holiday " , signaling the celebratory and wholesome nature of the song 's theme . The song featured a new arrangement , with a guitar solo in the intermediate portion added by Leonard . She sang the final chorus twice , then asked the audience for a comb so that she could fix her hair and finished the performance , after taking a bow with her dancers to the audience .

= = Critical reception = =

Biographer Taraborrelli commented , " Madonna had more confidence in her stage presence , her music was showing a deeper maturity , her voice was fuller , and the show was expertly choreographed with complex numbers . J. D. Considine from The Baltimore Sun commented , " I 've seen the Springsteen stadium tour , I 've seen Dylan and the [Grateful] Dead , and I was at Live Aid . Out of all those shows , Madonna 's is the only one I want to see again . You need a larger @-@ than @-@ life show if you want to come off in a stadium , and Madonna does . She 's not that large physically , but she holds your attention . " Ann Ayers , assistant entertainment editor of USA Today felt that the show was high on glitz and low on emotional quotient . " Madonna 's going for a certain kind of show : a Broadway , show @-@ biz , song @-@ and @-@ dance spectacle . In that context it 's hard to make a connection with the audience , and I 'd have to say that she didn 't . " Peter Goddard from Toronto Star reviewed the concert in CNE Stadium and said , " Madonna proved that she may be a lost girl in the roads of life , like her film , but she ain 't lost when she is singing . Especially during songs like ' Papa Don 't Preach ' , her vocal prowess was substantially notable . " Scott A Zamost and Elizabeth Snead , writing for Chicago Tribune , felt that " For the most part , the premiere concert on Madonna 's Who 's That Girl tour was a success , an extravaganza of multiple videos , flashing lights and precision dancing . If the high @-@ tech accoutrements and inferior sound system made it difficult to hear the singer , one hopes that will be refined as the tour continues across the United States . [...] As a dancer , Madonna is supreme on stage . Her trademark skip to a funky beat highlighted the constant acrobatics . One minute she was stage left , another minute stage right . She ran up a wide staircase center stage to party with her three back @-@ up singers , then scooted down to the stage floor , swinging her hips , accompanied by other dancers . "

Deborah Wilker from The Day commented that " Madonna 's got an almost rabid energy about her , which she maintains for the duration of 90 minutes . In fact she rarely leaves the stage ? preferring to change costumes in a phone booth instead . Boy can she change . One minute she 's a 50 's teenager in a party dress , next she 's playing a speak @-@ easy chanteuse . It 's almost difficult to believe that a career as young as Madonna 's could contain so much popular material that on stage the star can barely get to half of it . " Don McLeese from Chicago Sun @-@ Times reviewed the performance at Soldier Field stadium said that " ' Shine ' seems like a dim possibility for her Soldier Field performance this month , because Madonna invariably takes the stage after dusk has turned to dark and brings back the sun again for the two hours that she played . " In another review , McCleese commented : " [Madonna] proceeded to show Soldier Field a few moves that would gain Walter Payton some yardage , while putting a whole new twist on the term ' backfield in motion ' . The girl really knows how to cause a commotion . " Richard Harrington from The Washington Post felt that the tour " would have played better to a full house at the Capital Centre or Merriweather Post Pavilion . But to her credit , Madonna performed last night as if the house was full , and the show is splendid pop theater . Madonna has described it as ' Broadway in a stadium ' , and with her nonstop dancing , costume changes , mini @-@ dramas and dynamic pacing , it is sort of a ' Liza With an M. ' " Jon Pareles from The New York Times reviewed the concert at Madison Square Garden in New York and felt that " For all its effort and professionalism , the concert wasn 't exactly moving ; Madonna had to ask the audience to get up and dance twice . But as shallow , kitschy , pop entertainment ? no big messages , no revelations , familiar sounds and images , plenty of

catchy tunes ? the show was easy to enjoy . [...] The tunes stick to her limited vocal range and usually use short phrases ? the better to keep her from running out of breath as she dances across the stage . And her band knocked the songs out with solid precision , recreating the gleaming sound of her records .

= = Commercial response = =

After the tour was announced , the first two shows at Wembley Stadium in London sold @-@ out at a then record @-@ breaking time of 18 hours and 9 minutes for 144 @,@ 000 tickets . However around 10 @,@ 000 concert tickets were still left unsold for her Leeds concert . Madonna 's concert in Paris in front of 130 @,@ 000 fans remains to this date , her biggest concert audience ever and largest crowd of any concert in French history . A concert was also planned in Basel , Switzerland for August 31 , 1987 , but negotiations between Madonna 's management and local organizers failed due to the high fee of one million (\$ 2 @.@ 08 million in 2016 dollars) that Madonna 's camp demanded . As a result , Nice , France was booked in the itinerary . But when a local mayor threatened to cancel the concert , citing crowd problems , Jacques Chirac , then Mayor of Paris , stepped in to overrule him . Her first @-@ ever Italian concert in Turin , was presented by the Italian state broadcaster RaiUno and broadcast around the world . Just in Italy , the show was watched by around 14 million households . The show at Turin was watched by 65 @,@ 000 fans and was a record there .

In Japan , a thousand troops had to restrain a crowd of 25 @,@ 000 fans seeking to greet Madonna at the airport . When severe storms forced the cancellation of her first shows , despondent fans nearly rioted , and Madonna was confronted with out @-@ of @-@ control teenagers soaking themselves in the rain outside the stadium . Promoters had no choice but to refund U.S. \$ 7 million to ticket @-@ buyers . Madonna 's Madison Square Garden show in New York City was an AIDS benefit with all the proceeds from the show going to American Foundation for AIDS Research (AmFAR) . She dedicated her performance of " Live to Tell " to her late friend Martin Burgoyne , the designer of her 1983 " Burning Up " single cover sleeve . Upon completion , the tour was the second top female concert tour of 1987 , behind Tina Turner 's Break Every Rule Tour , earning in total of US \$ 25 million (\$ 52 @.@ 07 million in 2016 dollars) according to Pollstar and playing in front of 1 @.@ 5 million audience all over the world .

= = Broadcasts and recordings = =

The concert at Korakuen Stadium , Tokyo was broadcast on June 22 , 1987 in Japan only . It was later released on VHS and Laserdisc as Who 's That Girl : Live In Japan . It was the first television broadcast using Dolby Surround Sound and was promoted by Mitsubishi , as Madonna had previously starred in television commercials for their video recorders . On September 4 , 1987 , Madonna 's concert special , Madonna in Concerto , filmed at the Comunale Stadium in Turin , Italy was broadcast live on TV in Italy (RAI) , France (TF1) , Germany (SAT1) , Austria (ORF) and Spain (TVE) . Other countries including Australia and The Netherlands broadcast this show in 1987 . The concert was released commercially in 1988 as Ciao Italia : Live from Italy and was later available on Laserdisc and DVD . The video contains the full Who 's That Girl show , produced using footage from three different shows : Tokyo June 22 , 1987 , Turin September 4 , 1987 , and Florence September 6 , 1987 . Heather Phares from Allmusic said : " Madonna 's Ciao Italia : Live from Italy captures a performance from her 1988 world tour and features hits like ' Lucky Star ' , ' True Blue ' , ' La Isla Bonita ' , ' Like a Virgin ' , and ' Material Girl ' . A much simpler , less choreographed performance than her later extravaganzas like The Girlie Show World Tour , Ciao Italia is still entertaining in its own right , and will definitely please fans nostalgic for some old @-@ school Madonna hits . " Mark Knopfer from the Los Angeles Daily News commented that " Ciao Italia shows the glitz and the glamor that made this tour so remarkable . " It charted at the top of the Billboard music DVD chart on for six weeks and ranked at two on the " 1988 Year @-@ end Top Ranked Tapes " . Ciao Italia also charted at number three on the Finnish DVD chart in 2009 .

= = Legacy = =

According to Taraborrelli , " Many female artists behave like a diva for a period when they reach superstar status , and the ' Who 's That Girl ? ' tour marked the beginning of Madonna 's . " For instance , she would not allow crew members to talk directly to her ; they had to talk to her representatives , lest they distract her from the business at hand . She also forbade her dancers from speaking to her and her musicians were not permitted to even look at her unless they were onstage with her . Moreover , when coming on and off the stage , Madonna demanded that road managers hold sheets around her in order to shield her from the eyes of " those who couldn 't help but stare " . DeMann commented : " She has a way of demanding that compels you to give her your undivided attention " , to which Taraborrelli felt that such behavior actually was an indication of how successful and strong Madonna was . " You don 't behave like a bitch until you are that successful . The tour sure helped cement her star status " , he commented .

The tour was also notable for giving rise to the term " new Madonna " , a stronger and more intelligent sexual image of her former self which had given rise to the term Madonna wannabe . Considine felt that " the important thing Madonna did on the tour was to demonstrate how female sexuality can be a source of strength . Traditionally in pop culture , there are two roles that a woman can play ? the good girl and the bad girl , and the bad girl is never taken seriously . But Madonna shows up the trappings of a bad girl , and demanded to be taken up seriously because she just doesn 't roll over . I got more sense of the strength and power that was under her image all along . " Another important fact noted in the tour by scholars is the extensive use of multimedia technique to its maximum potential . Says Mark Bego , author of Madonna : Blonde Ambition , that " Madonna transformed the concept of a concert tour being focused on the songs . She turned her Who 's That Girl ? tour into a ubiquitous multimedia blitz technique by including songs , dancing , choreography , videos , big screens , backdrops ? not to mention the subtle preaching and messages ? that made singing a secondary quality for concert goers . Evident from the people that thronged to see the tour , they were there for the spectacle ? and not see Madonna standing in front of the microphone and singing .

While in Italy , Madonna met some of her relatives from Pacentro , the village in which her grandfather and grandmother , Gaetano and Michelina Ciccone had been married . However , it was not the glorious home coming that she had expected ; some of her relatives made it very clear that they were scandalized by her appearance and behavior . One good thing came from the visit , there were talks of making her an honorary citizen of the town . Ultimately , a statue of Madonna , wearing conical bra was elected in her name , at the center of the town . The Vatican was outraged by the plans of erecting the statue , with the Pope 's spokesperson commenting : " The statue would be too sexy and might corrupt the morals of Italy 's fine young people . "

= = Opening Act = =

Level 42

= = Set list = =

" Open Your Heart "

" Lucky Star "

" True Blue "

" Papa Don 't Preach "

" White Heat "

" Causing a Commotion "

" The Look of Love "

Medley :

" Dress You Up "

" Material Girl "

" Like a Virgin " (contains excerpts from " I Can 't Help Myself (Sugar Pie Honey Bunch) ")

" Where 's the Party "

" Live to Tell "

" Into the Groove "

" La Isla Bonita "

" Who 's That Girl "

" Holiday "

Set list per official DVD track listing .

= = Shows = =

= = Personnel = =