

= The Onyx Hotel Tour =

The Onyx Hotel Tour was the fifth concert tour by American recording artist Britney Spears . It showcased her fourth studio album , In the Zone (2003) and visited North America and Europe . A tour to promote the album was announced in December 2003 . Its original name was the In the Zone Tour , but Spears was sued for trademark infringement and banned from using the name . Spears felt inspired to create a show with a hotel theme which she later mixed with the concept of an onyx stone . The stage , inspired by Broadway musicals , was less elaborate than her previous tours . The setlist was composed mostly by songs from In the Zone as well as some of her past songs reworked with different elements of jazz , blues and Latin percussion . Tour promoter Clear Channel Entertainment marketed the tour to a more adult audience than her previous shows while sponsor MTV highly promoted the tour on TV shows and the network 's website .

The tour was divided into seven segments : Check @-@ In , Mystic Lounge , Mystic Garden , The Onyx Zone , Security Cameras , Club and the encore . Check @-@ In displayed performances with dance and advanced in the hotel theme . Mystic Lounge featured an homage to Cabaret and other musicals , while remixing some of Spears 's early hits . Mystic Garden displayed a jungle @-@ inspired stage . The Onyx Zone displayed a ballad performance with acrobats . Security Cameras was the raciest part of the show , with Spears and her dancers emulating different sexual practices . Club displayed a performance with urban influences . The encore consisted of a system malfunction interlude and Spears performed wearing a red ensemble . The tour received mixed reviews from contemporary critics , who praised it for being an entertaining show while criticizing it for looking " more [like] a spectacle than an actual concert " .

The Onyx Hotel Tour was commercially successful , grossing \$ 34 million . In March , Spears suffered a knee injury onstage which forced her to reschedule two shows . In June , Spears fell and hurt her knee again during a music video shoot . She underwent arthroscopic surgery and the remainder of the tour was canceled . In 2005 , Spears sued her insurance companies for denying her a reimbursement for the cancellation . Showtime broadcast live the March 28 , 2004 show at the American Airlines Arena , in a special titled Britney Spears Live From Miami . Backstage footage was included in the reality show Britney & Kevin : Chaotic .

= = Background = =

On December 2 , 2003 , Spears announced through her official website US concerts to support her fourth studio album , In the Zone (2003) . The tour would kick off on March 2 in San Diego , California , at iPayOne Center . However , Spears released a statement saying , " I 'm especially looking forward to bringing my tour to new markets and performing in front of fans that may not have had the opportunity to see any of my previous tours . " On January 12 , 2004 , four dates were announced in Glasgow , Manchester , London and Birmingham , her first UK dates in four years . After the beginning of the North American leg , Spears announced a summer leg in the United States in June as well as a European leg starting on April 27 in London and ending on June 5 at Rock in Rio Lisboa . It was also rumored to visit Latin America and Asia later in the year . The Onyx Hotel Tour was originally going to be called In the Zone Tour . On February 17 , 2004 , a San Diego clothing manufacturer of the same name sued Spears for \$ 10 million and banned her from using the trademark . On May 17 , 2004 , a hotel named Onyx Hotel opened in Boston , Massachusetts . Kimpton Hotels & Restaurant Group had come up with the name two years before the tour was developed . Spears and the Kimpton group decided to promote the hotel by featuring a room named The Britney Spears Foundation Room . It was designed by Spears 's mother , Lynne , reflecting Spears 's personality and taste . The room opened six weeks later and a portion of the fee was destined to the Britney Spears Foundation .

= = Development = =

The show was majorly inspired by Broadway musicals , primarily focused on Grand Hotel , which

was directed by Tommy Tune and portrayed a day in the life of the Berlin Grand Hotel in 1928 . Spears said the hotel theme was inspired by having traveled so much , and was merged with the onyx stone concept . The tour was described as a " unique , mysterious hotel powered by an onyx stone , where guests who enter shine their own light into the gemstone and make their fantasies come to life . It 's a vibrant , whimsical place where wondrous dreams are realized , and the darkest of secrets are revealed " . Spears also stated about the tour ,

" I would love my audience to walk out of the auditorium feeling like they had the most magical experience of their life . The onyx stone is kind of symbolic of what guides me in my life , like there 's a bigger picture in everything , and there 's something that guides you where you need to go , from point A to point B " .

Kevin Tancharoen was chosen as the tour director . He said about the development of the tour , " Coming from a movie lovers ' background , I wanted to make it seem like a film . A little Joel Schumacher meets Tim Burton " . He further explained that the onyx stone symbolized untapped desire . The stage was less elaborate than her previous tour , Dream Within a Dream Tour , with no runway extended towards the audience , in order to keep the show faithful to the New York theatre theme . There were three video screens above the stage . Also present were several LED columned @-@ shaped video screens in the stage . The setlist was mostly composed from songs from In the Zone (" Early Mornin ' " and " Brave New Girl " being the only songs of the album to not be on the tour) . Other songs included were " Boys " , " I 'm A Slave 4 U , " and " Overprotected " from Britney (2001) . Also included were three of her early hits , " ... Baby One More Time " , (You Drive Me) Crazy and " Oops ! ... I Did It Again " , reworked with elements of jazz and blues . The promotional photos for the tour were by Markus Klinko and Indrani . Tour promoter Clear Channel Entertainment marketed the tour to an entirely different demographic than her previous tours , changing from families and children to a more adult audience . The show was also targeted to the gay market . Promotional campaigns included were Flash animated e @-@ mails targeted to two million people who fitted the audience description . The tour was also advertised in several radio stations and TV shows for those audiences , such as The O.C. MTV was chosen as the tour sponsor . The sponsorship was extended to advertisements in the tickets and interactive promotions in MTV.com , such as exclusive downloads , streaming video and ticket and merch auctions benefiting the Britney Spears Foundation . Three episodes of TRL were dedicated to a behind @-@ the @-@ scenes special . Vice president of music marketing and promotion Joe Armenia talked about the sponsorship ,

" There are not that many artists that appeal to every territory with an MTV channel , but Britney Spears is one of the select few . We have been waiting for the opportunity to make a global splash , and the Britney tour is it . For the better part of the rest of the year , we ? ll be on the road with Britney . This is more support than we ? ve ever given an artist in the U.S. , let alone all over the world . We love the association with Britney ; she has always been a core part of this channel and our fans love Britney " .

= = Concert synopsis = =

The show began with a skit where a flamboyant master of ceremonies welcomed spectators to the Onyx Hotel . After this , he took an onyx and threw into the video screens , causing a virtual chandelier to fall into the floor . Spears briefly appeared in the screens , as her dancers descended to the stage . She entered standing on top of a small bus dressed in a black catsuit , where she performed " Toxic " . She descended to the stage for the breakdown and then performed " Overprotected " . She took a break to talk to the audience , before going into " Boys " , which featured the male dancers pushing her while she was standing in luggage carts . " Showdown " featured rainbow @-@ colored lighting effects and was the last song of the first act . A video interlude followed featuring Spears and her friends outside a club . While she was leaving , she noticed a woman dressed in 1930s fashion . She followed her and the woman asked Spears to enter the " Mystic Lounge " . Spears reappeared wearing a corset to perform " ... Baby One More Time " . She performed " Oops ! ... I Did It Again " with a vintage microphone and joined by her

background singers . Spears and her dancers performed " (You Drive Me) Crazy " , which contained elements of Latin percussion . After this , she talked to the audience and usually referenced her wedding with childhood friend Jason Alexander . She also introduced her band before leaving the stage .

In the next section , there was a video interlude of Spears wearing a flowered @-@ themed dress and entering the " Mystic Garden " . As the video ended , she appeared on @-@ stage sitting at a leaf @-@ covered piano . She talked to the audience before performing " Everytime " . Her dancers joined her to perform " The Hook Up " and a jungle inspired mix of " I 'm a Slave 4 U " . The show continued with another video interlude featuring a spoof of paranormal @-@ themed shows , " The Onyx Zone " , with the master of ceremonies doing a Rod Serling impression and introducing " The Shadow Room " . Spears reappeared sitting on a swing to perform " Shadow " . During the performance , Spears was lifted into the air above a M @-@ shaped blue ribbon , with performers twirling in the fabric . The performance ended with Spears leaving the stage while the dancers performed to a ballet interlude in flesh colored costumes . The next section began with a video projection of two guards watching Spears in her room through security cameras . Spears appeared on a smaller stage wearing a white robe and performed " Touch of My Hand " in a transparent bathtub . During the performance , she took the robe off to reveal a nude body suit with crystals that resembled her " Toxic " music video outfit . She left the stage briefly to a wardrobe change and reappeared on the mini platform where she descended to the main stage on a pole , wearing pink lingerie and performed " Breathe on Me " on a bed with one of her male dancers . She then put on a white trench coat and performed " Outrageous " , the last song of the act .

In the next act , Spears and her dancers wore street clothes and performed " (I Got That) Boom Boom " . After this , she introduced her band and dancers and left the stage . The encore began with a system malfunction where a female voice counted down as the screens sketched Britney 's outline , which then rose to reveal Spears at the top of a staircase . After this , " Me Against the Music " (Rishi Rich 's Desi Kulcha Remix) began and Spears appeared on stage wearing a red ensemble . The show ended with Spears and her dancers on the staircase where the screen is lowered and Spears made her exit as shower of confetti was shot towards the audience .

= = Reception = =

= = = Critical response = = =

The tour received mixed reviews from critics . Gene Stout of the Seattle Post @-@ Intelligencer called it a " throbbing , special @-@ effects extravaganza " . Aline Mendelsohn of The Orlando Sentinel noted influence from Janet Jackson in the show 's choreography and suggestive themes , which had attracted many headlines due to the " heightened sensitivity of the post @-@ Janet Jackson era . " MTV UK highlighted the comparisons with early Madonna tours such as The Girlie Show World Tour and added that " [the show] is a theatrical extravaganza , complete with camp compere , sexy dancers , glitzy costumes and extravagant set pieces and its all fabulously raunchy " . Bill Dean of The Ledger reported that the tour was " big sloppy and sex @-@ filled " . He also added , " Her presence remains captivating . [...] Perhaps even subconsciously , the Onyx tour 's most significant role may be foretelling a future in Broadway or film musicals " . Neil Strauss of The New York Times claimed " her show was more a theater @-@ and @-@ dance spectacle than an actual concert , with the staging equal parts Cirque de Soleil [sic] and the redeveloped Times Square . [...] At times the show seemed more like a Las Vegas tribute to Ms. Spears than a concert by Ms. Spears herself " .

Chris Willman of Entertainment Weekly believed that " In Britney , Paul Verhoeven 's fantastic notion of the showgirl as superstar has become incarnate . But every showgirl needs a show . The Onyx Hotel tour hardly counts as one , with its arbitrary mishmash of Madonna @-@ esque sex @-@ bomb skits and Cirque du Soleil surrealism " . The Seattle Times 's Pamela Sitt said it " was high on spectacle and low on substance , veering crazily from burlesque to fairy tale to peep show " .

. Doug Elfman of the Las Vegas Review @-@ Journal stated that the tour " is an unfocused bore of false sexuality , horrible songs , trite choreography , unfocused themes and less ambition than a house cat that sits around licking itself all day " . Darryl Morden of msnbc.com commented , " at times it was entertaining but overall came off as a variation on the same show she 's been doing for several years " .

= = = Commercial performance = = =

Tickets sold slower than her previous tours . This was attributed to the change in audience , since her new demographic tended to be " typically a last second ticket purchaser " . A month before the tour began , seven dates were already sold out , including the Fresno and Toronto shows . Tour merchandise grossed \$ 4 million on the North American leg alone , with an average of between \$ 150 @,@ 000 and \$ 170 @,@ 000 per night . This made Spears the highest grossing merchandise female artist since she began touring in 1999 , with a total gross of more than \$ 30 million . On July 16 , 2004 , the tour was listed as the eight highest grossing tour of the first semester of 2004 , grossing \$ 19 million . The tour ended up grossing \$ 34 million .

= = Moline injury = =

On March 18 , 2004 , during the Moline , Illinois show at The MARK of the Quad Cities , Spears fell during the performance of " (I Got That) Boom Boom " and injured her knee . She left the stage and returned shortly after wearing a white robe , apologizing to the audience for not being able to deliver the encore performance . A physician examined Spears and indicated that it was not related to a previous knee injury in 1999 during a dance rehearsal . The Rosemont , Illinois show at Allstate Arena , scheduled for March 19 , was cancelled . Spears 's label Jive Records asked fans to hold on to their tickets until further notice . The Flint Journal reported that the Auburn Hills , Michigan show at The Palace of Auburn Hills was also cancelled . Both shows were rescheduled to the end of the leg in April .

= = Cancellation and lawsuit = =

On June 8 , 2004 , Spears was shooting the music video for " Outrageous " in Manhattan , when she fell and injured her left knee . She was taken immediately to a local hospital , where doctors performed an MRI scan and found floating cartilage . The following day , Spears underwent arthroscopic surgery . She was forced to remain six weeks with a thigh brace , followed by eight to twelve weeks of rehabilitation , which caused any future concerts to be canceled . Jive Records issued a statement saying Spears planned to revisit the cities in the future . On February 4 , 2005 , Spears filed suit in New York State Supreme Court against eight insurance companies that denied her a reimbursement of \$ 9 @.@ 8 million . The insurers refused because they claimed Spears did not fully inform them of the 1999 knee injury in the insurance form . Attorney Jonathan Stoler who defended Spears on the case said ,

" These are the same insurers who had provided her with policies on [several] tours and they had cleared her and were aware of the previous injury . The alleged omission related to a question whereby Ms. Spears was asked if in the past five years she had had any surgery . Ms. Spears , in all prior circumstances , had indicated she had , but at the time she was going through this application she did answer ' no . ' It had not been a full five years , but four years and eleven months since the surgery [in 1999] and even if she had answered in the affirmative , our contention is that it makes no difference " .

= = Broadcast and recordings = =

On March 28 , 2004 , it was announced that Showtime would broadcast live the Miami show at the American Airlines Arena , in a special titled Britney Spears Live from Miami . It was directed by

Hamish Hamilton . A concert promotional video and pictures were shot , in which Spears donned 1920 's and 1930s hairstyles . She also wore a long black Roberto Cavalli dress , which was auctioned on eBay ; proceeds went to the Britney Spears Foundation . On April 13 , 2004 , it was reported by MTV that Spears was planning a reality show titled " OnTourage " to document the backstage of the European leg , in a similar way to Madonna 's Truth or Dare . However the show was scrapped with the tour 's cancellation , and the recorded footage was used for the reality show Britney and Kevin : Chaotic . The concert for Rock in Rio Lisboa festival in Lisbon , Portugal , was broadcast live on June 5 , 2004 .

= = Opening acts = =

Kelis (North America) (select venues)
Skye Sweetnam (Europe & North America) (select venues)
JC Chazez (Europe) (select venues)
Wicked Wisdom (Europe) (select venues)

= = Setlist = =

" Toxic "
" Overprotected " (The Darkchild Remix)
" Boys " (The Co @-@ Ed Remix)
" Showdown "
" ... Baby One More Time " (Jazz Version)
" Oops ! ... I Did It Again "
" (You Drive Me) Crazy "
" Everytime "
" The Hook Up "
" I 'm a Slave 4 U "
" Shadow "
" Touch of My Hand "
" Breathe on Me "
" Outrageous "
" (I Got That) Boom Boom "
" Me Against the Music " (Rishi Rich 's Desi Kulcha Remix)
" Oops ! ... I Did It Again " and " Touch of My Hand " were cut from the Rock in Rio setlist .
Source :

= = Tour dates = =

Festivals and other miscellaneous performances
A Rock in Rio Lisboa
Cancellations and rescheduled shows

= = = Box office score data = = =