

BIG BRUVVA THE MUSICAL – already big, and getting bigger

BIG BRUVVA THE MUSICAL was a smash hit in Edinburgh 2008 and will be back on stage later this year.

In its successful London premiere and month-long Edinburgh run, BIG BRUVVA's cast included former EMMERDALE hunk Ben Freeman and I'D DO ANYTHING finalist Manal El Feitury. The show also featured genuine Reality TV Royalty, with BB5 winner Anthony Hutton providing the voice of the Geordie Narrator. Among the famous faces playing wannabe Big Bruvva Inmates on video was TV and theatre star Paul Nicholas. Paul, who co-produces Grease in the West End and on tour, loved the production so much that he's working with producer Racky Plews and the writing team to develop BIG BRUVVA and stage it later in 2009.

The show, in which the audience choose the winner by text-vote, leading to a different ending every night, received rave reviews in Edinburgh. In its 4-Star review THE SCOTSMAN wrote: "Sharp comic acting, witty one-liners and hilarious song lyrics combine to make this infinitely more entertaining than the TV show." THE OBSERVER found it "the most convincing of the many musicals at this year's Fringe." THE TELEGRAPH wrote: "Andrew Emerson (books and lyrics) and composer Ian Brandon have the sort of innate talent that celebrity culture today so disdains". FESTMAG called it "a triumph of gloss-over-matter... a pantomime of lusciously exaggerated proportions (****)." HAIRLINE REVIEWS wrote: "The songs' lyrics are a blast, full of witty remarks, cheeky comments, and laugh out loud, close to the bone truths," and THE TIMES quite rightly called it "almost inevitable".

BIG BRUVVA THE MUSICAL both celebrates and satirises the highs and lows of Reality TV and celebrity culture. The writers and producers are fine-tuning the show to get it ready for a series of workshops and concert performances, before launching a fully-fledged new production.