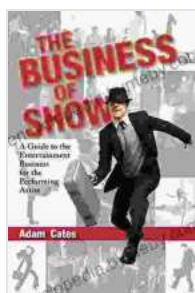


# The Business Of Show: A Guide To The Entertainment Business For The Performing Artist

Prepare for an extraordinary voyage into the mesmerizing world of Cirque du Soleil, a cultural phenomenon that has captivated audiences worldwide for over three decades. In his groundbreaking new book, "The Business of Show," award-winning author and journalist Ian Frisch unveils the captivating story behind the company's rise to global stardom.

## From Humble Beginnings

Cirque du Soleil's humble beginnings in Baie-Saint-Paul, Quebec, Canada, are a testament to the unwavering determination of its founders, Guy Laliberté and Daniel Gauthier. With a shoestring budget and a passion for the arts, they embarked on a journey that would forever redefine the world of live entertainment.



## The Business of Show: A Guide to the Entertainment Business for the Performing Artist by Adam Cates

★★★★☆ 4.9 out of 5

Language : English  
File size : 748 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 238 pages  
Lending : Enabled  
Screen Reader : Supported



## **The Artistic Canvas**

At the heart of Cirque du Soleil's success lies its unwavering commitment to artistic excellence. Frisch takes readers on an immersive journey through the creative process, showcasing the extraordinary talents behind the company's breathtaking acrobatics, mesmerizing costumes, and captivating storylines.

## **The Business of Magic**

Beyond the artistic brilliance, "The Business of Show" unveils the meticulous business acumen that has fueled Cirque du Soleil's unparalleled growth. Frisch examines the strategic decisions, calculated risks, and innovative marketing campaigns that have transformed the company into a global entertainment powerhouse.

## **The Human Connection**

At its core, Cirque du Soleil is a celebration of human potential. Frisch's vivid storytelling illuminates the extraordinary performers who bring the company's vision to life. From their rigorous training to their heart-stopping performances, the performers at Cirque du Soleil embody the indomitable spirit that has made the company an inspiration to millions.

## **Behind the Scenes**

Frisch grants readers unprecedented access to the backstage workings of Cirque du Soleil, revealing the intricate logistics, technological advancements, and human drama that make each performance a seamless masterpiece.

## **The Legacy of Innovation**

Cirque du Soleil has pushed the boundaries of live entertainment, constantly evolving and innovating to create unforgettable experiences. Frisch explores the company's pioneering use of aerial stunts, multimedia projections, and live music, showcasing the tireless effort to captivate audiences like never before.

## **A Global Phenomenon**

Cirque du Soleil's reach extends far beyond its headquarters in Montreal. Its touring productions have graced stages across the globe, mesmerizing audiences from New York to Tokyo. Frisch delves into the cultural impact of Cirque du Soleil, examining its role in promoting artistic and cultural exchange.

## **The Future of Show Business**

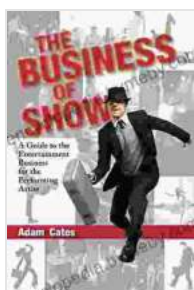
As Cirque du Soleil continues to evolve, "The Business of Show" offers a glimpse into the future of live entertainment. Frisch explores the company's ambitious plans, technological advancements, and its unwavering commitment to delivering unparalleled experiences for generations to come.

## **An Impeccably Crafted Masterpiece**

"The Business of Show" is an exceptional work of narrative nonfiction, meticulously researched and elegantly written. Frisch's vivid prose and deep understanding of his subject matter create an unforgettable reading experience.

---

"The Business of Show" is more than just a captivating glimpse into the world of Cirque du Soleil; it is an inspiring story of artistic triumph, entrepreneurial brilliance, and the enduring power of human connection. It is a must-read for anyone fascinated by the entertainment industry, the art of storytelling, and the pursuit of extraordinary dreams.



## The Business of Show: A Guide to the Entertainment Business for the Performing Artist by Adam Cates

★★★★☆ 4.9 out of 5

Language	: English
File size	: 748 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 238 pages
Lending	: Enabled
Screen Reader	: Supported





## **Fearless Painting for True Beginners: Learn to Create Vibrant Canvas Art**

Unlock the Joy of Artistic Expression Embark on a transformative journey into the world of painting with our comprehensive guide, 'Fearless Painting...



## **Proven 12-Step Program for Financial Peace of Mind: Debt-Free, Debt-Free, Debt-Free**

Are you struggling with debt? If you're like millions of Americans, you're probably struggling with debt. You may be feeling overwhelmed and stressed...