



# SHOW COPY

# MOTOWN

## Short Copy

THE SONGS. THE SOUND. THE STORY.

Discover the story behind the sound that moved the world. With just \$800 borrowed from his family, Berry Gordy founded Motown records and launched the careers of Diana Ross and the Supremes, Michael Jackson and the Jackson 5, Stevie Wonder, Smokey Robinson and the Miracles, Marvin Gaye, The Temptations and many more. Featuring fifty classic Motown hits including “My Girl”, “Ain’t No Mountain High Enough” and “I Heard It Through The Grapevine”, MOTOWN THE MUSICAL is a musical sensation that will have you “Dancing In The Street”. Only at London’s Shaftesbury Theatre. Book now.

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## Extended Copy

It began as one man's story...became everyone's music...and is now London's hottest new show. MOTOWN THE MUSICAL follows the legendary career of Berry Gordy and the creation of his musical empire, Motown Records. The story begins in 1983, on the evening of the 25th anniversary celebration of Motown, and Berry Gordy is looking back on his career. Inspired by his childhood hero, black American boxer Joe Louis, the young Berry dreams big, hoping one day to make people as happy and proud. After a few years on Detroit's automobile assembly line he sets his sights on bringing a socially-charged, racially-divided country together with music. With an \$800 loan from his family, Berry founds a music making factory. Motown is born!

Berry signs a series of ground-breaking artists including Diana Ross and the Supremes, Michael Jackson and the Jackson 5, Stevie Wonder, Smokey Robinson and the Miracles, Marvin Gaye, The Temptations and more. But with the Vietnam War looming and America at a cultural turning point, Berry realises the time has come to push for something bigger than he ever dreamed of, to make music that could get the whole world moving to the same beat.

MOTOWN THE MUSICAL tells the thrilling tale of the man who broke barriers and fought against the odds to define the sound of a generation – complete with the ups and downs of the personal relationships, the professional struggles, and – of course – the music that made history. Discover the story behind the beat that changed minds, touched lives and took the world by storm. MOTOWN THE MUSICAL shows how one label and its roster of legendary artists created the soundtrack that transformed America and gave the world a new musical vocabulary—the Motown Sound. With over 50 classic songs such as “My Girl,” “What’s Going On,” “Dancing in the Street,” “I Heard It Through The Grapevine” and “Ain’t No Mountain High Enough,” this explosive event is the next chapter of Motown’s incredible history – and an experience you’ll never forget.



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## The History of Motown

### DISCOVER THE STORY BEHIND THE SOUND

Gordy founded Motown in 1959, when race relations in America were at a pivotal point – white teens were going crazy for the rhythm and blues produced by black artists, and the time was right for Berry Gordy to make history.

Using his experience working on the Ford Motor Company automotive assembly line, Gordy assembled a team of producers, songwriters, and the greatest house band in the world, the Funk Brothers, and began to assemble Motown's signature sound.

When “Money (That's What I Want)” hit the airwaves in 1960, the response across the country was electric. America was ready for a new sound, and Berry Gordy had given it to them.

In 1961, the Miracles sold over a million copies of “Shop Around,” and The Marvelettes spent a week in the #1 position on the Billboard Hot 100 pop chart. Gordy then mentored Diana Ross & The Supremes for crossover success and from 1964 to 1967, ten of their releases landed in the #1 position on the pop charts, and the group released a mindblowing five #1 songs in a row.

The Detroit Riots erupted on July 23, 1967 and quickly escalated into one of the deadliest riots in United States history. After the chaos, Berry Gordy began releasing songs that directly addressed civil rights issues and social unrest with songs like “Abraham, Martin, and John” and “May What He Lived For Live”.

Eventually Motown moved to LA and continued producing groundbreaking music for decades. The label produced over 525 albums and gave birth to some of America's most iconic performers – The Temptations, Diana Ross & The Supremes, Smokey Robinson & The Miracles, The Four Tops, Marvin Gaye, Stevie Wonder, Michael Jackson, The Jackson 5, Martha & The Vandellas, the Commodores, Lionel Richie, and many other artists.

Collectively, these artists achieved over 57 #1 Hits on the Billboard Hot 100 pop chart, claiming over 148 weeks of chart-toppers, and united people of all ages and races.

In 1965, the Tamla-Motown Revue toured the UK; the only like that Diana Ross & The Supremes, Smokey Robinson and the Miracles and Stevie Wonder toured the UK together. Although the tour was not a huge commercial success – almost every venue was barely half full – this marked the start of Britain's love affair with Motown which continues to this day.

All of Motown's major artists have been inducted into the Rock and Roll Hall of Fame, including Berry Gordy himself.