

Press Release



FOR IMMEDIATE RELEASE

Singapore's beloved Boom Boom Room makes a highly anticipated comeback at Marina Bay Sands



SINGAPORE (25 October 2021) – Singapore's favourite cabaret will rock a new stage at Sands Expo and Convention Centre to retell and reinvent a world of stunning performances and elaborate routines. This time, the reigning drag queens will join forces with world-class performers for the revival of a new and improved stage featuring Las Vegas' acrobatic stars and an enthralling original musical piece by Singaporean composer Dick Lee.

Bigger than before, the show unfurls an artistic legacy honed by veteran performers who have defied normative standards in the traditional performing art scene to create one of their own

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leagues. The pathbreaking performers kept their acts grounded as quintessentially Singaporean, while locals continue to pine for those nostalgic days intertwined with **Boom Boom Room**.

Headlining the upcoming show is resident entertainer and 'OG Diva', Kumar, whose forte lies in risqué comedy routines that dig at topics close to the hearts of Singaporeans. Alongside Kumar are the original queens of **Boom Boom Room** – Helda and Lysa – as well as newcomer and veteran drag artist, Vanda Miss Joaquim, who represented Singapore in Drag Race Thailand and came in fourth.

The 2021 rendition of the variety show will also embrace a modern twist in its line-up of performances that feature thrilling contemporary acts such as Volta Wheel by David Matz, presenting the world's first holographic Cyr Wheel which will make its debut appearance at **Boom Boom Room**, as well as a mind-blowing sequence by Mentalist Mark. Other acts include performing group, BoomBoxx Dancers, who will execute a series of electrifying dance acts, and local celebrity and singer, Nat Ho.

Dick Lee, Creative Director of **Boom Boom Room**, said, "It's time to have fun and walk down memory lane... to the future! **Boom Boom Room**, which I created in 1991, is back, bolder and better! Reimagined as a contemporary cabaret, this dynamic drag extravaganza features **Boom Boom Room**'s original Kumar and a bevvy of fabulous queens, alongside other surprise entertainers. So, get dressed up and see you for an evening of much-needed craziness!"

Boom Boom Room will run at Sands Expo and Convention Centre Hall C for a limited season from 24 November to 19 December. Accommodating up to 378 guests per show, the reimagined show will be a visceral fusion of dance, music and struts. A total of seven shows each week with varying timings from weekdays to weekends will be open to guests. Unparalleled in its ability to captivate and dazzle, the mesmerising show is produced by Sliding Doors Entertainment, in collaboration with Marina Bay Sands.

Mr. Paul Town, Chief Operating Officer of Marina Bay Sands, said, "Marina Bay Sands is excited to work with Sliding Doors Entertainment & Dick Lee Asia, alongside Kumar, to bring back the iconic **Boom Boom Room** cabaret show to our integrated resort. The overwhelming response to Kumar's recent, record-breaking shows at Sands Theatre is a testament to the love that audiences have for him. As a leading entertainment destination, we are always on the lookout for the best shows and like-minded partners who shine a spotlight on these extraordinary local talents."

Milan Rokic, CEO of Sliding Doors Entertainment, said, "I am absolutely thrilled to be collaborating with Dick Lee Asia to produce this wonderful performance that blends a uniquely Singaporean theatrical experience with world-class performers and production values."

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TICKETING INFORMATION

Day/Times	VIP	Cat 1	Cat 2
Thursday: 8:00pm	\$188	\$138	\$98
Friday: 6:00pm & 9.30pm			
Saturday: 6:00pm & 9.30pm			
Sunday: 4.30pm & 8:00pm			

*Tickets will go on sale from 22 October noon

*Do note that this is a Restricted 18 (R18) event

For more details, please go to www.marinabaysands.com/entertainment/shows/boom-boom-room-live.html or join the conversation online with #SandsEntertainment

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About Sliding Doors Entertainment

Sliding Doors Entertainment (SDE) was founded in 2015 by Milan Rokic. Recent productions presented by Sliding Doors Entertainment include Blue Man Group, Wicked, Sound of Music and Walking With Dinosaurs in Singapore, and an Asia-wide tour of the St. Petersburg Ballet's Swan Lake. SDE is one of the region's leading promoters of the Circus arts. The company has been Cirque du Soleil's preferred promoter in the region, presenting Big Top shows TOTEM, KOOZA and KURIOS in Singapore and TORUK in Manila. SDE also successfully promoted the Great Moscow Circus in Singapore in 2018. For more information, please visit www.slidingdoorsentertainment.com.

Enquiries

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

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For High-resolution images

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