

ABBA

How the pop sensation returned to the stage after 40 years



ABBA ARENA

Temporary 6,710m² arena built on car park. Licensed to operate for **five years** and designed to be dismantled and re-used

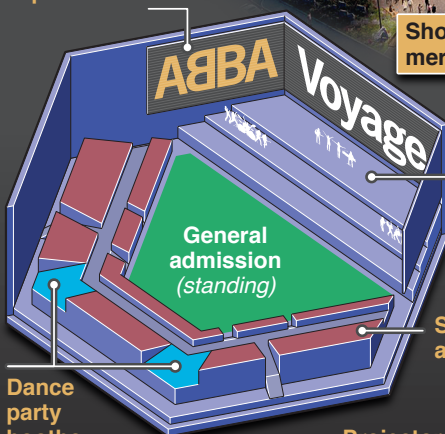
Offers 360° immersive experience

Video wall

3,000-capacity theatre

Shops and merchandising

Entrance and box office



STAGING

Avatars of ABBA, nicknamed **Abbatars**, accompanied by 10-piece live band

Screen: Invisible plastic sheet displays reflected movie, giving impression to audience that ABBA is standing on stage

Seated area

Stage

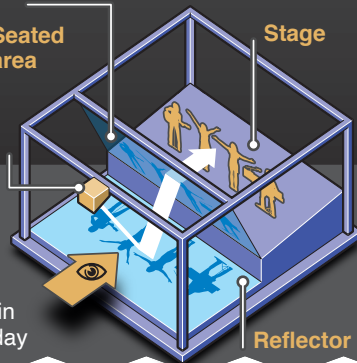
Projector

Reflector

ABBA Arena



Pepper's Ghost – old Victorian theatrical illusion originally used to create spectral apparitions. Used in **teleprompters** today



CREATING VIRTUAL ABBA



Above, left to right: **Björn Ulvæus**, **Agnetha Fältskog**, **Anni-Frid Lyngstad (Frida)** and **Benny Andersson**

ILM (special effects company built by **George Lucas** for **Star Wars**) filmed ABBA performing while wearing motion capture suits (above). Data used to animate computer generated avatars of group as they looked in 1970s/80s



Above: Frida is digitised and her youthful avatar is born

May 27, 2022: Show opens, with tickets priced from **£21** per person

ABBA DISCOGRAPHY*

Ring Ring (1973)
Waterloo (1974)
ABBA (1975)
Arrival (1976)
The Album (1977)
Voulez-Vous (1979)
Super Trouper (1980)
The Visitors (1981)



Voyage (Nov 5, 2021)

Originally conceived as compilation of greatest hits featuring two new songs. Over time, composer **Benny Andersson** wrote sufficient material for 10 tracks – enough for new album