



ZAGREBAČKO GRADSKO KAZALIŠTE KOMEDIJA



Market

The Komediya theatre fosters a musical and drama repertoire, mostly musicals, rock operas, operettas and of course comedies. As a theatre with a long and rich tradition, the Komediya has throughout the years attracted a large and loyal audience that has been conveying from generation to generation the habit of attending performances at the Komediya theatre. Although it is often said that the Komediya is the most "Zagrebian" of all theatres, its audience comes from all over Croatia, as well as from abroad, no matter whether the Komediya is performing somewhere else than at its home address on Kaptol or hosting a performance at its premises in Zagreb attracting people from various parts of Croatia. Due to its peculiar and original repertoire, the Komediya has as the symbol of the Croatian theatre culture often been presented in all promotional activities of the Zagreb Tourist Board as well as at all tourist fairs where the Tourist Boards takes part. The Komediya is the mother of the most famous Croatian musicals, operettas and comedies. It is also



renowned for its caring and dignified hosting of the world's most famous plays thanks to its brilliant ensemble.

Achievements

Promotion and fostering of Croatian and foreign musicals is considered to be one of the greatest achievements of the Komediya theatre and it may be claimed that this form of theatre expression had not existed before the Komediya introduced it on this area. From the numerous excellent plays that have been staged at the Komediya in the last 60 years it is difficult to point out only some of them, but we will refer to those we are most proud of, like the musical "Yalta, Yalta" (Ali Kabiljo and Milan Grgić), then the rock opera "Gubec-Beg" (Ivica Krajač, Karlo Metikoš and Mijenko Prohaska) as holding the record of audience attendance (performed in Russia) and a number of productions of Mala Floramiye (Little Floramiye), Splitski akvarel (Split watercolour) by Ivo Tijardović or Barun Trenk. From the contemporary Croatian musical we would like to point

to "Dundo Maroje", "O'kaj", "Tko pjeva, zlo ne misli" (One song a day takes mischief away), "Car Franjo Josip u Zagrebu" (Emperor Francis Joseph in Zagreb). Neither musicals that enjoy a worldwide reputation haven't bypassed the stage at the Komediya theatre: "Man of La Mancha", "Les Misérables" and "Fiddler on the Roof" in the earlier days, and since the "new beginning" in the new millennium: "Jesus Christ Superstar", "Hair", "Piaf", "Little shop of horror", "Chicago", "Aida", "The Full Monty", "Grease" as well as the latest musical, the brilliant "Love, Janis" that is being performed in January 2010 for the 50th time. All these theatre pieces are reason enough to match the Komediya theatre to many of world's famous music houses.

The Komediya has also been continuously staging operettas. The most famous operettas being performed in the Komediya: "Knežica čarobna" (The Circus Princess), "Grofica Marica" (Countess Maritza), "Die Fledermaus", "The Land of Smiles", "Beautiful Helen" and many others.

During more than half a century of its existence, the Komediya, respectively either the theatre as a whole or the actors that are part of the Komediya ensemble, have been awarded a great number of awards and commendations. Most significant of these distinctions are the following: the "Vladimir Nazor Award", the "City of





Zagreb Award" and the "Josip Slavenski" award. The theatre has also received the Charter of Merit of the Republic of Croatia as well as the City of Zagreb Medal, and it regularly receives the distinguished awards of the Croatian Theatre Stage.

Besides putting on performances on its home stage on Kaptol, the Komedija has from its beginnings tried to expand its activities onto other areas as well. One of the most important partners is the Vatroslav Lisinski Concert Hall. In similar or even bigger premises the Komedija has hosted numerous projects that required a larger stage. Jarun-fest that was at the beginning of the new millennium started by the Komedija has become one of the most acknowledged events of the culture scene in Zagreb.

History

The Zagreb City Theatre "Komedija" was founded on 1 November, 1950 as the legal successor of the Zagreb Drama Theatre and the theatre Vedro Kerempuhovo Kazalište. The primary activity of the theatre was staging of musical plays (opereettas and corrical operas since 1950; musicals since 1960; rock and pop operas since 1975) as well as drama performances (classical and contemporary, international and Croatian comedies). The Komedija is also active in the field of publishing. The art ensemble of the Komedija theatre consists, next to dramatic actors and actors-singers, of singers, a choir, a ballet company and an orchestra (more than 170 employees, including theatre workshops and technical and general services).

The first play was staged on 29 November, 1950, and until present day there have been more than 13,000 performances staging more than 300 different titles.

Some of the most famous plays that have been staged at the Komedija are the musicals "Yalta, Yalta" and "Fiddler on the Roof", opereettas "Land of Smiles", "The Circus Princess", and "Die Fledermaus", comedies "Wake up, Kate" and "Klupko" (Ball of String) as well as the rock opera trilogy "Gubec-beg", "Griča vještica" (The Witch from Grič) and "Crna kraljica" (The Black Witch). The theatre itself, its projects and artists have been awarded numerous distinguished awards and commendations.

Product

The basic activity of the Komedija theatre is the production of theatrical performances, primarily of musical (musicals, rock operas and opereettas) and



dramatic plays with emphasis on comedies. The theatre is always striving to the highest goal – a good product, having in mind the most important thing – a pleased audience. Within the limits of its rather moderate possibilities the Komedija theatre has been meeting highest production standards and a level that many of technically much better equipped theatres are proud to show.

All that has motivated the theatre to, with the support of its permanent ensemble (actors, singers, chorus, ballet and orchestra), as well as a great number of temporary staff and all employees behind the stage and in the management, set for itself even higher goals. The final product is a performance that will be staged for the faithful as well as new spectators.

Recent Developments

The Komedija, that opened its doors in 1950, has taken a new course in the new millennium. The new age of the Komedija started with the staging of the world-famous rock opera by Andrew Lloyd Webber and Tim Rice "Jesus Christ Superstar" in the Vatroslav Lisinski concert hall. This was succeeded by the musicals "Hair", "Little Shop of Horror", "Chicago", "Aida", "Full Monty", "Grease" and "Love, Janis", and it is pursuing the same path even today with the musical "Monty Python's Spamalot" that is in preproduction at the moment.

However, there should be no misunderstanding: Komedija has been staging, next to musical, numerous dramatic hits. Only to mention some, set up in the last fifteen years: "Probudi se, Kate" (Wake up, Kate), "Run For Your Wife", "Moj tata socijalistički luđak", "Le Malade imaginaire", "Buba u uhu" (A Flea in Her Ear / Une puce à l'oreille), "Klupko" (Ball of String), "Svoja tola gospodar", "Cigle svete Elizabete", "Dobri vojak Švejk" ("The Good Soldier Švejk" and "Svečana večera u pogrebnoj poduzeću".

Promotion

Komedija has been promoting itself above all through constant presence in the media – publication of weekly and monthly programs, interviews, also through advertisements as well as radio advertising. Next to publishing of program booklets, there are posters, whereas more and more attention is directed at turning to new media and internet that will, we hope, attract new audience to the theatre.

Brand Values

All titles mentioned in the text earlier, musical and dramatic, are only a small part of the big repertoire the Komedija has been staging in its years of existence. But all



of these performances, as well as those we haven't mentioned here, attract numerous audience to the theatre on Kaptol and prove that the Komedija deserves a spot next to the most prominent features promoting Zagreb and Croatia and that the Komedija has in its 60 years of existence really become a brand, a name on the cultural map of Zagreb, Croatia, and now more and more Europe, that cannot be left out. For this reason is the including of the Komedija in the league of the best, respectively in Superbrands Croatia, a very logical follow-up. The Komedija will also in future stay dedicated to its goal and will justify this status with new projects and excellent, distinguishable production quality.

www.komedija.hr



THINGS YOU DIDN'T KNOW ABOUT...

Komedija

- More than 2,500 shows have been performed on other premises.
- Over 500,000 spectators have seen the rock opera Gubec beg.
- 550 performances of the musical Yalta, Yalta.
- Musical play "Derdan" has been written especially Komedija by Jakov Gotovac, as well as "Klupko" by Pero Budak.
- Yalta, Yalta (Ali Bišćević and Milan Grgić) has been translated into Italian for its performance in Trieste.
- Gubec-beg, Crna kraljica (Black Queen), Les Miserables and Jesus Christ Superstar, are projects for the KD Vatroslav Lisinski scene and have never been performed at Komedija premises although they are originally Komedija's shows.

