

## 《杜莎夫人蜡像馆北京开幕》

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周六，政治名人、演员、明星齐聚北京。不，不是G20，也不是奥斯卡，是伦敦著名的杜莎夫人蜡像馆在中国大陆建立了第四家蜡像博物馆。

Politicians, actors, pop stars, they all gathered in Beijing on Saturday. No, it's not the G20 or the Oscars. London's famous Madame Tussauds has opened its fourth waxworks museum on the Chinese mainland, right here in the capital. Grace Brown went along to get a close up view of some of the famous faces.



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"Opening Madame Tussauds Beijing underlines Merlin's overall commitment to expanding our attractions in China. It's our most important developing market which, you know, I cannot stress enough." Craig Dunkerley, Head of Asia Openings, Merlin Entertainments Group said.

Fuelled by a surge in domestic tourism and its growing middle class, the museum franchise has grown rapidly in China. Visits to its Shanghai museum tripled, since it opened in 2006. While visits to its Hong Kong venue have surged seven-fold since 2000 - largely driven by mainland tourists.

"This is a waxwork model of one of China's most famous actresses, Li Bing Bing, who stars in the latest transformers film. She has her own studio, charity and even a hotpot restaurant here in Beijing. It's one of many Chinese celebrity replicas here, as the museum adapts to a growing base of Chinese fans."

And it seems to be working.

"I came after seeing the museum in Hong Kong. I found it really interesting. I hope I can see Li Bing Bing." Zhao Zhouyi, Visitor of Madame Tussauds Beijing said.



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While appealing to local trends, the group says consistency is still key.

"I would always say break it down into three areas. We have the general figures that are popular wherever we go - like Lady Gaga, George Clooney, Brad Pitt - they tend to feature in all our venues. We also have ones that are popular in Asia and ones that are popular in Beijing. So for here we made Mr. Pan who's our landlord, we made Robin Li, as well as many others." Craig Dunkerley said.

International icons appear just as popular.

"I came to see Obama and Putin. My family told me the political figures are more interesting." Zhou Youxia, a Visitor said.

There's no word yet on whether Chinese politicians will be given waxwork doubles. But the museum says it hopes to include past leaders - like Mao Zedong (in the near future).



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