

## The Pier's 'Show' gets rave reviews

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ATLANTIC CITY

Awesome. Neat. Pretty.

This praise came from the Simmons family of Harrisburg, Pa., after witnessing the first test run of the water, light and music extravaganza known as The Show at the back end of The Pier at Caesars Thursday afternoon.

"I found it relaxing," said Rose Simmons, the matriarch visiting The Pier for the first time with her adult children, Cyndy Little, Diane Wilson and Lou Simmons.

"It was thoroughly enjoyed," said Brenda Reyes, Simmons' daughter-in-law.

The free, five-minute production features choreographed fountains of water -- an articulated rain curtain and 150 independent nozzles -- dancing up and down to the beat of instrumental music from various eras and styles. Banjo-based country music one moment, the Charleston another, and dance beats the next. Colors varied from blue to green to red to orange, with smoke swirling. Most of the water shot up from the 19,000-gallon reflection pool on the floor, but streams also flowed from sprinklers in the ceiling more than 60 feet up. The LED lights in the pool can re-create any color combination, said Francois Bergeron, executive producer of Thinkwell Design & Production, the Burbank, Calif.-based company that designed The Show.

Thinkwell has developed attractions, exhibits, live shows and environments for parks, museums, sports teams, Fortune 500 companies and destination resorts, including Harrah's, MGM, Nike, the Los Angeles Dodgers, Universal Studios, MasterCard and Sesame Workshop.

The company worked four years on creating The Show, said Craig Hanna, chief creative officer.

"This is one of the most sophisticated shows of its type in the world. The demonstration is a work in progress," Hanna said.

"We still have a lot to do," he said.

The amount of smoke is expected to be minimized when The Show runs full time. The amount changes with temperature and humidity. And because of the bowl-shaped room, much of the smoke gathers in front on the first floor, Bergeron said.

"We're still tweaking. We're getting to the point of controlling the smoke," Bergeron said.

Still, Thursday's preview resembles what The Show will be like when fully operational, said Sheldon Gordon, chairman of Gordon Group Holdings LLC, which developed The Pier at Caesars and the Forum Shops in Las Vegas.

"I think it went incredibly well," Gordon said.

The production will premiere in mid-August, playing every hour, with a five- to seven-minute performance. The Pier can accommodate 2,200 viewing The Show at one time, counting the first three levels, with each offering a different perspective.



Photos by DENISE HENHOEFFER/Courier-Post  
The Show, officially debuting in mid-August, features dancing fountains that coordinate with light and sound.



The lights and colors of The Show, a display of lighted, dancing fountains, dazzle Brianna Werdann, 8, and her brother, Jerry, 7, of Brick.



DENISE HENHOEFFER/Courier-Post  
Passersby take in The Show, a sensory extravaganza at The Pier at Caesars, on Thursday.

The evening version, geared for adults, will be more exotic and sultry, Gordon said.

"At night, we have the added bonus of lighting," Hanna said. "During the day, we're fighting sunlight."

The Show can be revamped and refreshed, creating a patriotic celebration for July 4 or a holiday show in December.

"This is a free theater for the benefit of the wonderful people who come to Atlantic City," Gordon said.

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Visitors to The Pier at Caesars enjoy a sneak preview of The Show, a water, light and sound display, on Thursday. The free production will debut in mid-August.



Onlookers behold the vision of The Show, a five- to seven-minute choreographed production of water, light and sound. It's the latest attraction at The Pier at Caesars, and will play every hour beginning in mid-August.