

# Faye Wong is coming to town

A newbie in the concert scene is bringing to Singapore Faye Wong's prohibitively expensive comeback gig this October. Just how did it snag the deal? Its creative director Beatrice Chia-Richmond says it's all down to some "secret weapons".

→ Faye Wong is one of the — if not the most — expensive Asian acts. One concert promoter told us she costs "double what it takes to bring Jay Chou here for a concert". Another put her price in the "same league as The Rolling Stones and The Eagles". In fact, almost every organiser we spoke to remarked that merely breaking even was a feat in itself. So what deep pockets — or big cojones — does Running into the Sun (Fly Entertainment's events arm, which recently staged the Retrolicious gig and Super Junior concerts) have to land what could possibly be the most anticipated and expensive concert of the year?

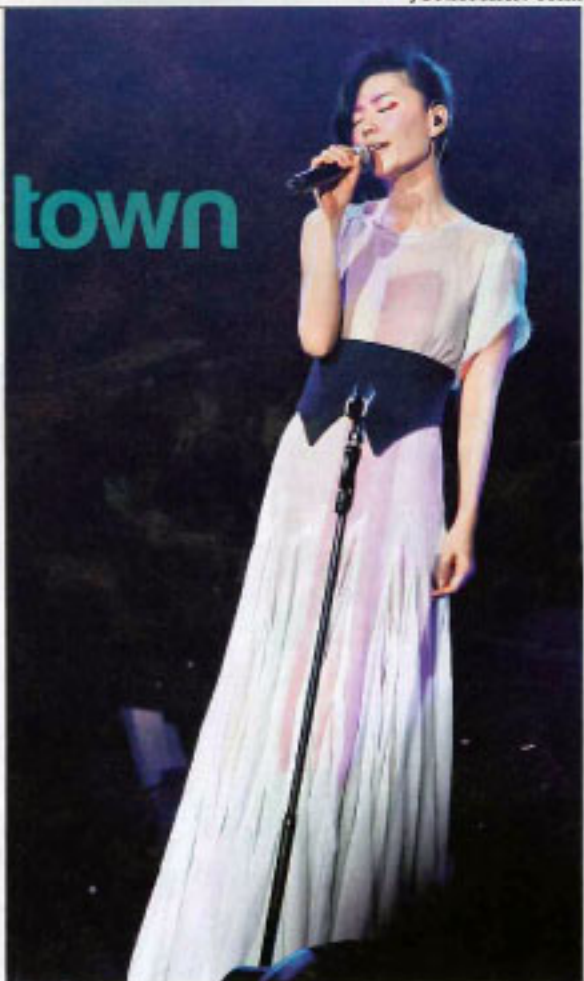
**8 DAYS: What we really want to know is how you guys scored this coveted gig.**

**BEATRICE:** I don't know — I'm still wondering. We're still in shock. Yes, we were very surprised that we clinched it because I know there was a fight [among other concert organisers] to bring her in.

**Was there a fierce bidding war?** I don't know about a bidding war. If there was, it wasn't made known to me by the management. We had a good conversation with them and there was good chemistry. And we also had our secret weapons, which I can't reveal to you (laughs).

**According to Hongkong reports, her artiste fee is a whopping \$1.3 million while the production cost is \$2 million (concerts in Singapore cost \$1 million on average). Are these figures accurate?** (Laughs) It's close. I'm not at liberty to reveal more because I'm bound by the contract. But I can say it's one of the most formidable concerts I've had to fork out for. It's definitely seven figures.

**Wouldn't it be hard to break even then?** Obviously we have to do our sums and... It's going to be very difficult for my company. But we're huge fans of Faye.



We've seen the concert in Taipei and it's really no ordinary concert — it's a work of art. It really isn't about how high the costs are. It's a huge privilege to have her here. We're thinking more about that than dollars and cents. I'm just so happy that Singaporeans get to catch this concert here now.

**How will the Singapore leg of her tour compare to the concerts she's had so far?** We're going to make sure that Singaporeans get to see the full version of the concert and not some edited, truncated version. The only difference might be the set-list because obviously, different countries have different hits. But I must state again that when it comes to the production values, it will not be even one per cent less than all her other concerts.

**Any idea how much the most expensive tickets will go for?** I can't say at this point in time, but pricing will be released within the next couple of weeks.

**We expect demand to be very high, so why not make the concert two nights? Three, even?** We'll take it step by step. Only if all the tickets for the first show are snapped up will we evaluate the need for a second concert. But it's not up to us. We still need to negotiate with the star.

Catch the Faye Wong Concert Tour 2011 on Oct 29, Indoor Stadium.

