50th Anniversary

TOUR

"I Love Lucy"
"I Love Lucy"
* CBS Worldwide, Inc.

Lucille Ball/Desi Arnaz Images
Desilu, Too, LLC

Produced by
Special Entertainment Events Inc.
12040 Hollywood Blvd. Suite 302
Hollywood, CA 90028
phone 323-462-3400  fax 323-462-4070

Designed by
George & Feldberg
Design Associates®

Presented by
S. E. S. P.
3072 Wilshire Blvd. Suite 1200
Los Angeles, CA 90010
phone 323-655-6859  fax 323-655-6869
50 years ago, a wacky, lovable redhead named Lucy exploded onto the new medium of television....

Life on this planet has never been the same!

A half-century later, "I Love Lucy" remains the single most popular tv series in history. Everyday around the world, "I Love Lucy" is available to tens of millions of TV viewers.

The year 2000 marks the start of an astounding tribute to this cultural milestone:

The "I Love Lucy" 50th Anniversary Tour.

Cities all across America will play host to this captivating, interactive 50,000 sq. ft. exhibit. Each day up to 6000 fans will immerse themselves in the world of "I Love Lucy".

From shows to shopping, offering history and hilarity, the Lucy tour offers a once-in-a-lifetime opportunity for the whole family to experience "I Love Lucy" in an entirely new, interactive, 21st century way....
As the visitors enter the convention center, they will pass through the main gate of Desilu Studios Inc. - the traveling home of the 50th Anniversary "I Love Lucy" Tour. The entry plaza contains the ticketing booth along with the interactive kiosks, which house the "Test your Lucy knowledge" trivia games. Once through the ticketing area, guests will be ready to enter Soundstage One.

Grab your bags, we're going on tour!
CAREERS

Upon entering Soundstage One, fans will see huge photos and authentic physical memorabilia from the careers of the four unforgettable actors who brought Lucy, Ricky, Ethel, and Fred to life.

Before "I Love Lucy" immortalized the talented quartet, each had an impressive career in Hollywood, on Broadway, or on the nightclub circuit.

Lucille Ball had been a fashion model, a "Hollywood Doll," and star of dozens of movies alongside such legends as the Marx brothers and Katharine Hepburn.

Desi Arnaz began his musical career playing with legendary bandleader Xavier Cugat. He later led the popular showdowns "Desi Arnaz Orchestra."

William Frawley headlined in Vaudeville for years, and was featured in many classic Hollywood film productions.

Vivian Vance had starred for years on Broadway and in several films.
“LUCY, I’M HOME!”

THE RICARDO’S APARTMENT

How many times have we heard Ricky utter those words as he walked through the door of 623 E. 68 St., into apartment 3-D? What fan hasn’t wanted to walk into the Ricardo apartment?

Finally...

Radio Studio

From the 50’s area, visitors will enter a re-creation of the radio studio where the popular comedy, “My Favorite Husband”, starring Lucille Ball and Richard Denning was produced. Lucille played “Lix”, a wacky wife very similar to Lucy Ricardo.

To give visitors the fullest sense of the world in which “I Love Lucy” was born, the 50’s area will bring to life the sights, sounds, and memories of America during that era.

Using authentic newspapers, magazines, appliances, toys, food, games, clothing, and other artifacts of the times, we will take visitors back to the days of dial telephones, poodle skirts, hula hoops, early rock & roll, spaceniks, and tiny black and white television sets.

In 1950, CBS wanted to transfer “My Favorite Husband” from radio to TV. Lucille loved playing the beautiful, innocent wife, but she told the network she would not star in her real-life husband Dier’s show.

One year later, “I Love Lucy” was born!
After a short walk down a reproduction of the Ricardos’ "corridor", fans will enter a historic living room they know as well as their own. The couch, the fireplace, the telephone - placed exactly as if they’d stepped through the TV screen and into Lucy’s home. To the left, every detail of the Ricardos’ kitchen will be intact. To the right, Lucy and Ricky’s bedroom will be perfectly recreated (complete with those famous double beds). Each visitor is now an active part of television history.

Television is suddenly Alive and Interactive!
The next stop on our visitors’ tour will be an amazing kaleidoscope of Lucy images, large and small. Guests will explore perfect replicas of two legendary "I Love Lucy" sets, as well as immerse themselves in an unparalleled trip through "All Things Lucy".

Incorporated into Soundstage Two is the still photography area, where visitors can be magically inserted into a famous "I Love Lucy" scene, and can take home a unique record of their visit.

Once more, television history becomes alive and interactive!!
Between and around the soundstages of the Studio Lot will be several just-for-fun "I Love Lucy" contest setups. These free-of-charge activities will offer guests the chance to perform in one of these famous scenes ... and win a prize.

Who can repeat the Vitameatavegamin spelf the fastest, and with the fewest mistakes?

Who's the best chocolate stuffer in the crowd?

Graspe stomp; she who fills up the bottle with wine first is the winner!
The Tropicana

By day, musical segments by "Desi" and his orchestra will play on a giant screen.

The "I Love Lucy" tour will recreate every sight and sound of "The Tropicana" nightclub, but our "Tropicana" will be more than a mere recreation. By day, it will also serve as the food court for thousands of visitors - food served will feature modern meals with fun '50's names.

On selected nights, our "Tropicana" will swing into action as an all new, fully operational nightclub. Visitors will enjoy dining, dancing, a full bar, and the spicy, Latin beat of the new "Ricky Ricardo Orcheatral!"

By night, the performance is live!
What would it have been like to be in an actual "I Love Lucy" audience? The "I Love Lucy" tour will include this living slice of TV history! Most people know that many sitcoms are filmed "in front of a live studio audience." Few realized that Desi Arnaz invented this process.

In honor of that extraordinary achievement, visitors will experience the fun and excitement of an actual "filming" of scenes from a classic "I Love Lucy" episode, performed on a replica of the "I Love Lucy" soundstage. Different scenes will be performed daily from various episodes.

Outside of Soundstage Four, visitors will enjoy a display dedicated to Desi Arnaz's brilliant role in the creation of three-camera filmed television.
Our merchandising area will be more than just a place to purchase exclusive "I Love Lucy" 50th Anniversary Tour products.

As guests shop, large windows and overhead monitors will offer a full view of the live action areas where they can watch as other guests film their interactive scenes.

This area will also be accessible to any member of the general public interested in coming by to shop.

To give our visitors an "I Love Lucy" experience that will forever change the way they watch these episodes, we will use the latest digital technology to "insert" fans into one of four favorite "Lucy" moments on video.
The relationship between Lucy and her fans has always been interactive.

Audiences love Lucy more with every generation. Determined, loving, funny, and fearless, Lucy is the grown-up child we all love to be.

The 50th Anniversary "I Love Lucy" Tour is an utterly unique opportunity for the entire family to enjoy, celebrate, and interact with the most beloved characters in TV history.

Combining exhibits, memorabilia, interactive sets, trivia games, photo and video events, history, a fully operational restaurant and nightclub, recreations of the actual television shows, and an exciting retail area filled with exclusive "I Love Lucy" merchandise, the tour is a must-see attraction for anyone who has ever laughed at the world's funniest redhead.

And, let's be honest: That's Everybody!