
Cirque du Soleil

*Opening Performance Reception in
Amsterdam.*

March 9, 1995

Cirque du Soleil is a prime example of Canadian excellence in the performing arts. The European premiere in Amsterdam of the Cirque du Soleil's multi-media circus act, 'Saltimbanco', on March 9 introduced the program of the Netherlands-Canada Committee for 1995.

Impact and relevance

The Cirque du Soleil is probably the single most successful Canadian cultural enterprise abroad.

The attention in the electronic and other media in The Netherlands was overwhelming. The opening night was clearly a major social event, not only within the cultural community, but also among those from the political, business and media communities who attended.

The Cirque du Soleil stayed on the Museumplein for more than a month and all performances were sold out. The Cirque du Soleil has invested heavily in the Netherlands and established its permanent European headquarters in Amsterdam (30 Dutch and 5 Canadians on staff).

Sponsors

Cirque du Soleil

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