



FORT WORTH MUSEUM SCIENCE AND HISTORY

Fort Worth Museum of Science and History
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Release: IMMEDIATE

AT THE MAX REDEFINES ROCK'N ROLL CONCERT FILMS FOR THE 90's

Fort Worth, TX – The Los Angeles Times called it "An overwhelming experience"; Siskel and Ebert gave it "Two thumbs up"; and Daily Variety says "The future of concert films is here, and its name is IMAX®."

Since its release, *Rolling Stones "At The Max"*, seen by more than 1.5 million people in 17 countries, has garnered international critical and public acclaim and has generated over \$14 million U.S. in box office revenues.

In the fall of 1989, 27 years after their inception, **The Rolling Stones** launched one of the most ambitious and successful concert events in rock 'n roll history.

Through 117 shows in 60 cities across three continents, the band's **Steel Wheels/Urban Jungle Tour** garnered unprecedented critical praise and public support. By the tour's end in August 1990, more than 6.2 million tickets were sold.

Looking for an exciting new entertainment experience, the tour's promoters The BCL Group and Imax Corporation, in association with Promotour U.S.A. Inc., teamed up to present the large-format film based on that concert success. *Rolling Stones At The Max* is Imax's first concert film and the first feature-length film in the format. The 89-minute film premiered in October 1991 in the U.S.A., Canada and Europe.

Shot over five nights in Turin, Berlin and London, and featuring 15 powerful versions of classic Rolling Stones songs (including "Satisfaction", "Honky Tonk Women", "Ruby Tuesday" and "Brown Sugar", along with recent hits "Rock and A Hard Place" and "Start Me Up"), the film captures one of the world's greatest rock 'n' roll bands with the world's largest film format.

The large-format film frame is 10 times larger than conventional 35mm film and three times larger than standard 70mm. The state-of-the-art motion picture technology, projected on to giant screens, creates images of unsurpassed clarity and impact, augmented by a superb six-channel multi-way sound system.

A concept of BCL's president Michael Cohl, ***At The Max*** was produced by Concert Films Ltd., a subsidiary of Imax Corporation. Location Director and Creative Consultant was **Julien Temple** who worked with Location Directors **Roman Kroitor, David Douglas and Noel Archambault**. Two-time Academy-Award-winning cinematographer **Haskell Wexler** was Camera Consultant and one of seven camera operators. Executive Producers were **Michael Cohl and Andre Picard**.

Information and Ticket Sales

Rolling Stones At The Max will launch at the Fort Worth Museum of Science and History, from August 28 to September 13, 2014. Tickets are on sale now! Prices are \$13 for all ages and \$12 for MAX Members. For complete schedule and ticket information, visit the Fort Worth Museum of Science and History's website at www.fortworthmuseum.org or call (817) 255-9540.

About IMAX Corporation

Founded in 1967, Imax Corporation has consistently delivered the world's premiere cinematic experiences. In 1997, Imax was awarded the sole Oscar® for Scientific and Technical Achievement by the Academy of Motion Picture Arts and Sciences. The award recognized Imax's innovation in creating one of the world's best film capture and projection systems as well as Imax's acceptance as part of the entertainment mainstream. There are more than 150 permanent IMAX theatres worldwide. More than 500 million people have seen an IMAX presentation since the medium premiered in 1970.

About the Fort Worth Museum of Science and History

Established in 1941, the Fort Worth Museum of Science and History, anchored by its rich collections, is an institution dedicated to lifelong learning. The Museum engages children and adult guests through creative, vibrant programs and exhibits interpreting science and the history of Texas and the Southwest. The new \$80-million campus opened in November 2009 marking the culmination of an extensive multiyear fundraising campaign. The Museum is open daily, except Thanksgiving, Christmas Eve and Christmas Day. For more information about the Museum, visit www.fortworthmuseum.org or call [817-255-9300](tel:817-255-9300).