

# NOW, THAT'S ENTERTAINMENT!

**GMM Grammy celebrates turning 30** with four days of fun at its Wonderland



**GRAMMY Wonderland kicks off on Thursday**

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THE NATION

Thai entertainment giant GMM Grammy celebrates 30 years of successful business with the four-day event "Grammy Wonderland" that kicks off next Thursday at Challenger, Muang Thong Thani.

"It's been 30 years full of happiness. We started with music business and moved to television, radio, movies, magazine, websites and several applications, and today our supporters come from all levels of society. So, this event is a kind of family affair, where parents can reminisce about the past

while their kids enjoy the artists of today," says Busaba Daoruang, CEO of GMM Grammy Group. "Actually, the real name of Wonderland should be Wonderfan as we say a big thank you to everybody who has supported us throughout the last 30 years."

"It's all about happiness, laughter and smiles, so we think that Grammy Wonderland communicates that the best," says Saithip Montrikul Na Ayuthaya, CEO of GMM Grammy's media business, who is in charge of the B100 million project.

Designed as an entertainment expo, Grammy Wonderland features 11 pavilions: The Unscene Grammy, The History, Exact & Scenario, GTH Movie Experience, Music Factory, Bang Street Fair (GM TV), Z Town (GMMZ), GMM Publishing, Peep Show by Image, Outlet (CD Warehouse) and Imagine (souvenir shop) in addition to A-Time to Eat and Byrdland.

"We're presenting the Grammy story in a very unusual way, like going behind the scenes of artists who felt down while shooting their music videos. We're using robots, dinosaurs and giants and we'll take visitors on a chronological journey through Grammy in a kind of a 3D movie with Phi Bird [superstar Thongchai



CEOs SAITHIP, left and Busaba.

McIntyre] acting as the storyteller," says Kreingkarn Kanjanapokin, co-CEO of Index Creative Village, which is responsible for the production of The Unscene Grammy and The History.

"At Music Factory, you can be an artist too. You can select your costume, song and background and we will shoot you on music video and record it on DVD. At Outlet, we'll be selling CDs at special prices," says Yuthana Boonorm, managing director of Gayray.

"Exact & Scenario will offer a live sitcom in which visitors can take part. Or you can play the role of your favourite character in one of several TV soaps and have your photo taken. I'd say the highlight is the mock-up of singing contest 'The Star' complete with commentators," says Thakolkiet Weerawan.

In addition to the pavilions, artists from GMM Grammy and its subsidiaries will be performing on two stages and several of the label's superstars will be popping in over the four days.

A-Time to Eat will feed hungry souls with more than 2,000 stalls and celebrities dishing up the rice and noodles.



## LET'S GET FAME

- Grammy Wonderland takes place from October 4 to 7 at at Challenger Halls 2-3, Muang Thong Thani. It's open daily from 11am to midnight.
- Tickets are Bt300 for adults and Bt100 for children at Thai Ticket Major outlets. Call (02) 262 3456 or visit ThaiTicketMajor.com.
- Find out more at [www.GrammyWonderland.com](http://www.GrammyWonderland.com) and [www.ATimeMedia.com](http://www.ATimeMedia.com).