



For Immediate Release:

**ERIC CARLE'S BELOVED CHILDREN'S BOOKS  
BROUGHT TO LIFE ON STAGE  
GETS U.S. PREMIERE**

**THE VERY HUNGRY CATERPILLAR SHOW**  
**CREATED BY JONATHAN ROCKEFELLER**  
**PREVIEWS JANUARY 30; OPENING FEBRUARY 7, 2016**  
**AT THE 47<sup>TH</sup> STREET THEATRE**

New York: Acclaimed children's author and illustrator, **Eric Carle** has delighted three generations of readers with his books featuring his distinctive collage art and iconic characters. His most famous book ***The Very Hungry Caterpillar*** which was first published in 1969, has sold more than 41 million copies worldwide. ***The Very Hungry Caterpillar Show*** will begin performances on **January 30**, and will celebrate its opening on **Sunday, February 7**, with an initial run through **March 27, 2016** at the **47<sup>th</sup> Street Theatre** (304 W 47<sup>th</sup> St.). **Tickets are \$49.50 - \$65.50** (Premium Seats) and can be purchased by visiting [ticketcentral.com](http://ticketcentral.com) or by calling 212.279.4200. For more information visit [HungryCaterpillarShow.com](http://HungryCaterpillarShow.com).

This January, Jonathan Rockefeller's critically acclaimed production of ***The Very Hungry Caterpillar Show*** will get its US premiere. ***The Very Hungry Caterpillar Show***, features a menagerie of 75 enchanting puppets during a magical 60-minute show that faithfully adapts four of Eric Carle's beloved books for the stage: *The Artist Who Painted a Blue Horse*, *Mister Seahorse*, *The Very Lonely Firefly* and, of course, *The Very Hungry Caterpillar*.

*"I am very excited to bring The Very Hungry Caterpillar Show to New York City. It has been both a thrill and an honor to be entrusted to bring to life such beloved works of children's literature. We have worked tirelessly to uphold the integrity of Eric's work; mindful that The Very Hungry Caterpillar has been, for millions, their very first book, and that our production will be the first theatrical experience for thousands of children. Our goal has always been simple: to create a beautiful and sophisticated piece of theatre, instilling a life-long love for the theatre in children. We have been delighted by the excited laughter, eager faces and enormous smiles on the audiences who have a lifetime devotion to these living and treasured stories. It has been an honor to work with Eric on this journey that began in Australia, and will continue in the US and beyond."* **Creator of *The Hungry Caterpillar Show*, Jonathan Rockefeller**

*"I hope the performances will be enjoyed by many and that the colorful characters will bring comfort and joy to all who see the stories that have been so carefully produced. It is uplifting to see such beautiful and cheerful works inspired by my characters! I hope my books - and this show - will inspire you and your imagination,"* **said Eric Carle.**

Creative team also includes **Eric Wright** (Puppetry), **Raul Abrego** (Set Designer), **Nicholas Rayment** (Lighting Designer), **Nate Edmondson** (Sound Designer & Composer), **The Puppet Kitchen** (Puppets), **Cesa Entertainment** (General Management).

Presented by Rockefeller Productions, ***The Very Hungry Caterpillar Show*** has toured extensively throughout Australia "***The Very Hungry Caterpillar*** is mesmerizing. A triumph for first time theatregoers," Time Out; "**A gorgeous production that captivates...Sensational**" Sunday Telegraph; "**Five Stars... beautiful, rhythmic and faithful**" Time Out; "**Superbly realised vision. Literally breathtaking... a knock out success**" - Daily Telegraph

[Link to Photos of \*The Very Hungry Caterpillar Show\*](#)

### ***The Very Hungry Caterpillar Show***

Created by Jonathan Rockefeller

In Previews January 30; Opening is Sunday, February 7 at 3PM and will run through March 27, 2016

Playing schedule: Saturday at 11am & 2pm; Sunday 12pm & 3pm

Added performance Saturday, February 6 at 4:30pm

47<sup>th</sup> Street Theatre is located at 304 West 47<sup>th</sup> Street

Tickets are \$49.50 - \$65.50 (Premium Seats) and can be purchased by visiting [ticketcentral.com](http://ticketcentral.com) or by calling 212.279.4200. For more information visit [HungryCaterpillarShow.com](http://HungryCaterpillarShow.com).

**Press dates: Sun Jan 31 at 12pm; Sun Jan 31 at 3pm; Sat Feb 6 at 2pm; Sat Feb 6 at 4:30pm; Sun Feb 7 at 12pm; Sun Feb 7 at 3pm (official opening)**

#### **Australian Media**

**Mr. Rockefeller is available for interviews, and to arrange interviews or press seats please contact Jacqui Bonner at Jacqui Bonner Marketing + Management**  
[jb@jacquibonnermarketing.com](mailto:jb@jacquibonnermarketing.com) or 0411 473 198



## Who's Who:

**ERIC CARLE (Bio ) ERIC CARLE (Bio )** is acclaimed and beloved as the creator of brilliantly illustrated and innovatively designed picture books for very young children. His best-known work, *The Very Hungry Caterpillar*, has nibbled its way into the hearts of literally millions of children all over the world and has been translated into 62 languages and sold over 41 million copies. Since the Caterpillar was published in 1969, Eric Carle has illustrated more than seventy books, many best sellers, most of which he also wrote, and more than 132 million copies of his books have sold around the world. Born in Syracuse, New York, in 1929, Eric Carle moved with his parents to Germany when he was six years old; he was educated there, and graduated from the prestigious art school, the Akademie der bildenden Künste, in Stuttgart. But his dream was always to return to America, the land of his happiest childhood memories. So, in 1952, with a fine portfolio in hand and forty dollars in his pocket, he arrived in New York. Soon he found a job as a graphic designer in the promotion department of The New York Times. Later, he was the art director of an advertising agency for many years.

One day, respected educator and author, Bill Martin Jr called to ask Carle to illustrate a story he had written. Martin's eye had been caught by a striking picture of a red lobster that Carle had created for an advertisement. *Brown Bear, Brown Bear, What Do You See?* was the result of their collaboration. It is still a favorite with children everywhere. This was the beginning of Eric Carle's true vocation. Soon Eric Carle was writing his own stories, too. His first wholly original book was *1,2,3 to the Zoo*, followed soon afterward by the celebrated classic, *The Very Hungry Caterpillar*.

Eric Carle's art is distinctive and instantly recognizable. His artwork is created in collage technique, using hand-painted papers, which he cuts and layers to form bright and cheerful images. Many of his books have an added dimension—die-cut pages, twinkling lights as in *The Very Lonely Firefly* - giving them a playful quality: a toy that can be read, a book that can be touched. Children also enjoy working in collage and many send him pictures they have made themselves, inspired by his illustrations. He is contacted by hundreds of his fans and young admirers each week.

The secret of Eric Carle's books' appeal lies in his intuitive understanding of and respect for children, who sense in him instinctively someone who shares their most cherished thoughts and emotions.

The themes of his stories are usually drawn from his extensive knowledge and love of nature—an interest shared by most small children. Besides being beautiful and entertaining, his books always offer the child the opportunity to learn something about the world around them. It is his concern for children, for their feelings and their inquisitiveness, for their creativity and their intellectual growth that, in addition to his beautiful artwork, makes the reading of his books such a stimulating and lasting experience. ([Click here for a list of Awards Eric Carle has won for his work](#)).

**JONATHAN ROCKEFELLER** is the co-founder of Rockefeller Productions, a company that combines film, theatre, animation, puppetry and television. He also devotes time to philanthropic work furthering childhood literacy and appreciation of the arts.

The production of 'The Very Hungry Caterpillar Show' debuted to a sell-out season at the Sydney Festival January 2015, and will continue to tour Australia and New Zealand through 2017. Prior to his work with Eric Carle, Jonathan co-wrote and produced the puppet-parody 'Thank You for Being a Friend' which has been licensed for further productions worldwide. This year Jonathan was selected as a 'Men of Influence' by Men's Style Australia for his work in children's theater and literacy.

Beyond the stage, Jonathan and Eric Carle Studios teamed up to produce and direct an animated version of '10 Little Rubber Ducks' based on Eric Carle's book of the same name and narrated by Bernadette Peters. The animation will make its film festival debut at the UK's Bath Film Festival in December.

Other previous projects include the documentary 'Road to Pride Rock: The Making of the Lion King' and the screenplay 'Coming of Age' developed with Screen New South Wales and the Dungog Film Festival's In the Raw program.

Accolades include Cannes Lion nomination, in addition to multiple Clio and Media Awards, High Commendations at Australian Cinematographer's Guild [ASC], Best Television Current Affairs at the National Media Awards for an unvarnished documentary about life on the street in 'Boy from the Blue Room', and 'Best Unproduced Screenplay' at the Aus MTV Awards for 'Satisfaction', a satirical tale of becoming an assistant on the 'world's most expensive perfume commercial'.

By *complete* coincidence, Jonathan was a protégé of Baz Luhrmann, with a career that began during film school. At age 17, he convinced his formidable mentor to take him on as an apprentice by literally sitting in a gutter outside Baz's house with an ambitious cardboard sign declaring 'Bazmark or Bust'. Jonathan worked with Baz on the US production of La Boheme and the Chanel No 5 commercial featuring Nicole Kidman.