

# ROALD DAHL 100

## PLANS FOR A YEAR OF CELEBRATIONS IN 2016

2016 marks 100 years since the birth of Roald Dahl – the world’s number one storyteller. There will be celebrations for Roald Dahl 100 throughout 2016, delivering a year packed with glorumptious treats and squiffing surprises for everyone.

A new interactive exhibition **THE WONDERCRUMP WORLD OF ROALD DAHL**, commissioned by Southbank Centre in partnership with Wales Millennium Centre, opens at Southbank Centre on 10 February. The experience, featuring exclusive archival material from the Roald Dahl Museum and Story Centre, will take visitors on a magical journey through seven immersive worlds that explore Roald Dahl’s life, characters and stories. The exhibition is open daily until July, before transferring to Wales Millennium Centre in Cardiff.

There will be a number of events celebrating Roald Dahl 100 at Southbank Centre’s Imagine Children’s Festival in London in February 2016 – ranging from a London Schools Symphony Orchestra performance of Roald Dahl’s *The Minpins* to a “DAHL IN A DAY” reading of *MATILDA* and the chance to contribute to a large installation of Dream Jars inspired by *THE BFG*.

For World Book Day in March, there will be a special £1 book – *THE GREAT MOUSE PLOT* by Roald Dahl, illustrations by Quentin Blake (Puffin). Also in March, Penguin Random House will launch a brand new look across all Roald Dahl’s stories for children – all illustrated by Quentin Blake.

In May, the Hay Festival of Literature will celebrate Roald Dahl 100 with a range of special programming.

May will also see the launch, by David Austin Roses, of a new English Rose named in Roald Dahl’s honour. The peach coloured rose, honouring Roald’s first major success as an author for children with *JAMES AND THE GIANT PEACH* in 1961, will be launched at the RHS Chelsea Flower Show. A percentage of sales from every Roald Dahl rose sold around the world will be donated to Roald Dahl’s Marvellous Children’s Charity.

June sees three publishing highlights of the year:

*THE OXFORD ROALD DAHL DICTIONARY* (Oxford University Press) is a fully-functioning dictionary for children aged 8+ which celebrates the way Roald Dahl both used language and created his own additions to it. The dictionary features full-colour illustrations by Quentin Blake.



ROALD DAHL: A LIFE IN LETTERS (John Murray) is compiled by Donald Sturrock, Roald Dahl's official biographer. The letters – littered with jokes and madcap observations, sometimes serious, sometimes tender, frequently outrageous – shine fresh light onto Roald Dahl's legendary life.

Penguin Random House Children's launches an exciting new Roald Dahl licensed publishing programme, kicking off with THE ROALD DAHL JOKE BOOK and THE BFG'S GLORIOUS STICKER ACTIVITY BOOK (FOR HUMAN BEANS).

June also sees CHARLIE AND THE CHOCOLATE FACTORY the Musical, directed by Sam Mendes, enter its fourth year in London's West End in June, having completed more than 1000 performances and broken box office records at the Theatre Royal, Drury Lane.

July brings the global release of the big screen adaptation of Roald Dahl's THE BFG, directed by Steven Spielberg. The movie stars Mark Rylance as The BFG himself and newcomer Ruby Barnhill as young orphan Sophie.

July also sees the opening of two major exhibitions celebrating the unique creative partnership between Roald Dahl and Quentin Blake:

INSIDE STORIES, which opens at the National Museum Cardiff, is an exhibition of Quentin Blake's originals, roughs and preliminary drawings which includes MATILDA, THE TWITS and DANNY, THE CHAMPION OF THE WORLD.

THE BFG IN PICTURES, featuring Quentin Blake's artwork for THE BFG, will be staged at The House of Illustration in London.

The BBC will celebrate Roald Dahl's creativity across its services during the summer. Throughout 2016, the BBC will be running "GET READING" – a campaign celebrating great authors and their works, with the aim to get the nation reading and sharing the books they love. The highlight of its children's books season in Summer 2016 will be a major BBC Two documentary, ROALD DAHL: IN HIS OWN WORDS, celebrating the life and work of Roald Dahl. Blue Peter will launch a "Dream BIG" competition, linking up with the film release of THE BFG. The One Show will run two films about Roald Dahl. Radio 4 will broadcast dramatisations of BOY and GOING SOLO, whilst on Radio 3 there will be a week of five essays analysing Roald Dahl's characters and the key to their enduring power.

The Summer Reading Challenge, the UK's biggest annual reading promotion for children aged 4 – 11, will be themed THE BIG FRIENDLY READ for 2016. Organised by The Reading Agency and the UK public library network, the Summer Reading Challenge will launch in July and support children in reading six or more library books of their choice over



the summer holidays. Over 800,000 children take part each year in the UK alone.

Roald Dahl's birthday is September 13<sup>th</sup> and is always celebrated internationally as Roald Dahl Day. In September 2016, schools, libraries, bookshops and community groups around the world are invited to host their own party for Roald Dahl 100, using a comprehensive party kit, which will be free to download from [roalddahl.com](http://roalddahl.com). At the same time, the hugely popular Dahlicious Dress Up Day will be marked in schools across the UK in support of Roald Dahl's Marvellous Children's Charity.

September will also see the annual Puffin Virtually Live: Roald Dahl Show broadcast into schools, by publisher Penguin Random House.

Roald Dahl was born in Cardiff in 1916. Throughout 2016, there will be celebrations in Wales to mark Roald Dahl 100 in the land of his birth. A bilingual, pan-Wales programme, delivered by Literature Wales, will engage the whole of Wales in literature, creative writing and reading. Then, over the weekend of September 17<sup>th</sup>/18<sup>th</sup>, Cardiff will be transformed into the CITY OF THE UNEXPECTED – the biggest arts event ever to happen on the streets of Cardiff. Jointly produced by Wales Millennium Centre and National Theatre Wales and directed by Nigel Jamieson – who created the opening ceremony for the Sydney Olympics in 2000 – CITY OF THE UNEXPECTED will see everyday places across the whole city of Cardiff utterly transformed with well-loved Roald Dahl characters popping up in unexpected ways. 2016 is the Year of Adventure in Wales – a perfect fit with a great ambassador of adventure.

The Roald Dahl Museum and Story Centre in Great Missenden will be taking a year-long journey exploring Roald Dahl's stories, characters and life through special displays and activities – starting in January with BOY and ending with THE MINPINS in December. Look out too for extra special Roald Dahl Day celebrations at the Roald Dahl Museum on Saturday September 17<sup>th</sup>.

ROALD DAHL'S TREMENDOUS ADVENTURES AT TATTON PARK is a **magical** year-long programme of events at Tatton Park in Cheshire, Visit England's Large Visitor Attraction of the year 2014. The celebrations range from themed Roald Dahl character trails through the gardens, mansion, **farm** and parkland to outdoor theatre and cinema treats, a birthday picnic and special events for **Easter**, Halloween and Christmas, all with a Roald Dahl twist.

In October, the RSC's multi award-winning production of Roald Dahl's MATILDA THE MUSICAL, with book by Dennis Kelly and music and lyrics by Tim Minchin, will celebrate its 5th year in London's West End. The show is simultaneously running on Broadway, on tour in the USA and in Australia.



In December 2016, an incredible new animation of Roald Dahl's REVOLTING RHYMES from award-winning producers Magic Light Pictures will air on the BBC, before going to other global broadcasters.

Luke Kelly, MD of Roald Dahl's Literary Estate and Roald Dahl's grandson says: "We are looking forward to an extraordinary year celebrating Roald's unique imagination, his beloved characters and unforgettable stories. It is an honour to be working with so many incredible partner organisations. As well as the things you now know about, be prepared for many surprises and treats along the way."

Don't forget to hashtag #roalddahl100 and to link to [www.roalddahl.com](http://www.roalddahl.com)!

**For further information, please contact:**

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## ABOUT ROALD DAHL AND HIS LEGACY:

Roald Dahl was a spy, ace fighter-pilot, chocolate historian and medical inventor. He was also the author of *Charlie and the Chocolate Factory*, *Matilda*, *The BFG* and many more brilliant stories.

He remains the World's No.1 storyteller.

Born in Cardiff of Norwegian descent, Roald Dahl (1916–1990) joined the RAF at the age of 23 and began writing, initially for adults, after being injured in a plane crash during WW2.

Sitting in a hut at the bottom of his garden, surrounded by odd bits and pieces such as a suitcase (used as a footrest), his own hipbone (which he'd had replaced) and a heavy ball of metal foil (made from years' worth of chocolate wrappers), he went on to write some of the world's best-loved children's stories. His first children's story, *James and the Giant Peach*, was published in 1961, was a hit and every subsequent book became a best-seller.

Today, his stories are available in 58 languages and, by a conservative estimate, he has sold more than 200 million books. Many of these stories have also been adapted for stage and screen, including the 1971 film classic *Willy Wonka and the Chocolate Factory*, Wes Anderson's acclaimed *Fantastic Mr Fox*, and the multi-award winning *Matilda The Musical* from the RSC with music by Tim Minchin. The next Roald Dahl story to hit the big screen will be Steven Spielberg's adaptation of *The BFG*, which is set for release in July 2016.

2016 marks Roald Dahl's centenary. Entitled Roald Dahl 100, 2016 marks 100 years since the birth of Roald Dahl – the world's number one storyteller. There will be celebrations for Roald Dahl 100 throughout 2016, delivering a year packed with glorumptious treats and surprises for everyone.

Roald Dahl said, "*If you have good thoughts they will shine out of your face like sunbeams and you will always look lovely.*"

We believe in doing good things. That's why ten percent of all Roald Dahl income\* goes to our charity partners. We have supported causes including: specialist children's nurses, grants for families in need, and educational outreach programmes.

Find out more at [roalddahl.com](http://roalddahl.com).

The Roald Dahl Charitable Trust is a registered UK charity (no. 1119330).

\* All author payments and royalty income net of third party commissions.

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**“Watch with glittering eyes the whole world around you because the greatest secrets are always hidden in the most unlikely places. Those who don’t believe in magic will never find it.”**

**Roald Dahl, THE MINPINS**