

WELCOME [SCHOOL NAME]



Madame Tussauds

TODAY'S LESSON IS...

MODERN MEDIA



# OUR HISTORY

Over **250 Years** of it, and counting...

1802

Marie leaves France for Great Britain - **she begins touring the UK with her exhibition.**

1795

**Marie gets married to François Tussaud.**

1835

Marie Tussauds **opens her first permanent exhibition on Baker Street.**

1789

**The French Revolution strikes!**

Marie was captured and forced to create wax death masks of people who'd been beheaded!

1778

Aged 19, **Marie becomes art tutor to the King's Sister.**

1777

Family friend, Dr. Philippe Curtius, **teaches Marie the art of wax sculpting.**

1850

**Marie Tussauds dies at the age of 89,** leaving her exhibition and business to her sons.

1761

**Marie Grosholtz is born** in Strasbourg.





Globally we entertain over **10 million** visitors a year!



# FAMOUS GLOBALLY

TODAY WE'RE  
LEARNING  
ABOUT...

MODERN  
MEDIA!



# THE MEDIA: NOW & THEN

## WHAT ARE THE DIFFERENCES?

Match the characteristics of  
modern media

Match the characteristics of 20<sup>th</sup>  
century media

Madame Tussauds

NAME: \_\_\_\_\_

MODERN MEDIA - RESOURCE 1

**'NOW' AND 'THEN' MATCHING ACTIVITY**

Now that you have cut out all of your strips, place them on the correct side of the table below. This will help you to recognise how media has evolved over the years since the lifetime of Marie Tussaud.

NOW	THEN

Madame Tussauds ACADEMY

Cut out the boxes below and attach to the next sheet. When you have gone down. This will help you to recognise how media has evolved over the years since the lifetime of Marie Tussaud.

News and gossip are mostly by newspapers

The public are closer to celebrities than ever before and get access to them in many different ways

More people can read than before which means more people can access the media

'Fake news' is a recognised concept and people don't trust everything they read

Articles focus on what is happening globally, not just in your country

The majority of the public can have access to cameras or phones

# MODERN MEDIA IS GREAT!

**WHAT ARE THE BENEFITS?**

**WHAT ARE THE WARNING SIGNS?**

For example: What is fake news?






# SIX QUIRKY FACTS...

**YOU HAVE TEN MINUTES:**

Choose your favourite fact and write a short newspaper story in the style of early 20th century media!

Name:

MODERN MEDIA - RESOURCE 2

**MADAME TUSSAUDS - 6 QUIRKY FACTS**

In June 1931 a severe earthquake shock in London caused damage to the Madame Tussauds exhibition. Crippen's waxwork head was split in two: one half crashed to ground; the other became lodged on his shoulder.

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In September 1940 a bomb completely destroyed the cinema (now Planetarium) in Madame Tussauds London. A second bomb on 23<sup>rd</sup> September did more damage when the wall of the mould store adjacent to the cinema fell in; 295 moulds of male heads and 57 moulds of female heads fell into the crater and were destroyed.

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In March 1928, stuffed polar bears, Sam and Barbara, formerly in the zoo until they died, stood in the entrance hall.

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In December 1905 twelve Japanese waltzing mice and four squirrels in a cage were amongst the children's attractions.

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In April 1929, the first film was shot in Madame Tussauds. The film, 'Chamber of Horrors', made by The British Instructional Film Company, was actually shot in the real Chamber of Horrors at the attraction, causing considerable press comment.

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According to Tussaud family tradition, in the year 1910, a friendly detective at the Old Bailey (never named by any member of the family) showed John Theodore and his son Jack how to fix a small camera into a flap in a bowler hat, in order to take a photograph without detection. Father and son perfected their use of this device and employed it for the first time at the trial of Dr Hawley Harvey Crippen, who was accused of poisoning his wife at his trial in October 1910.





# TIME TO... MAKE IT MODERN!

**TURN YOUR STORY INTO ONE OF  
THE MODERN MEDIA FORMS  
BELOW:**

Instagram Post  
FaceBook Post  
Vlog/Blog





# MAKING MARIE MODERN

## **SOCIAL MEDIA FOR MARIE TUSSAUD**

How would Marie Tussaud use social media if she had the chance?

Create a social media profile for her on your platform of choice.







# Class Dismissed!

**WE HOPE YOU HAVE ENJOYED YOUR WORKSHOP AT MADAME TUSSAUDS.**

Don't forget to complete your post-activity back in the classroom!

