Beat: Music

BROADWAY-BOUND SHOW SPONGEBOB MUSICAL BASED ON NICKELODEON CARTOON

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USPA NEWS - Nickelodeon´s cartoon about a sentient yellow sponge is being adapted into a stage musical that aims to open on Broadway for the 2016-17 season for a limited engagement that runs July 3.

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Original material for the show is being contributed by an all-star roster of rockers and rappers including Aerosmith´s Steven Tyler and Joe Perry as well as Jonathan Coulton, Dirty Projectors, The Flaming Lips, John Legend, Lady Antebellum, Cyndi Lauper, Panic! At the Disco, Plain White T´s, They Might Be Giants and T.I., with an additional song by David Bowie and additional lyrics by Coulton.

The show is co-conceived and directed by Tina Landau who said “We´re taking our leads from the TV show but this is an original story, with an original design approach, and original songs written just for the occasion by an amazing array of songwriters,“

Cyma Zarghami, President, Viacom Kids and Family Group said “SpongeBob long ago transcended the TV screen to become a pop culture icon inspiring everyone from kids and families to artists and musicians, pro athletes, movie stars, fashion designers, social media mavens and even the President.

The design team will include “Fun Home“ alumnus David Zinn (sets and costumes), four-time Tony winner Kevin Adams (lights) and Peter Nigrini (sound).

Since premiering on Nickelodeon in July 1999, SpongeBob SquarePants has been the most-watched animated program with kids for more than 13 consecutive years, and over the past several years, it has averaged more than 1 million total viewers every quarter across all Nickelodeon networks. The Paramount Pictures feature film The SpongeBob Movie: Sponge Out of Water premiered Feb. 6, 2015, landing at No. 1 opening weekend and going on to be a major hit globally.

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