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CHECK OUT THESE FASCINATING FACTS ABOUT THE “2011 MTV EMA”

THE 18TH ANNUAL “MTV EMA” PREMIERES
SUNDAY, 6TH NOVEMBER AT 9PM CET* FROM BELFAST

BELFAST, NORTHERN IRELAND – 5 November 2011 – Revel in this list of insider trivia and behind-the-scenes info about the “**2011 MTV EMA**”!

PRODUCTION, STAGE, SET & TECH

Celebrated set designer **Es Devlin**, working for the second time on the MTV EMA, has designed sets for world-renowned acts such as Lady Gaga, Take That and Muse. The set for the 2011 MTV EMA is inspired by the powerful sculptures of artist **Naum Gabo**, and is composed of thousands of strips of aluminium. The performance space is very versatile so the acts have all been able to realise very diverse concepts this year.

To stage the 2011 EMA show, nearly 10,000 kilometres of cable will be laid down, and 1,200 flight cases – boxes carrying equipment such as lights, cameras, tripods, etc. – have been brought to the Odyssey Arena in Belfast. Eighteen HD cameras will be used to shoot the show, with at least 40 TV screens helping the crews backstage keep an eye on the action.

Celebs at the 2011 MTV EMA will strut their stuff down a **hot pink** carpet inspired by this year's vibrant EMA logo.

HAIR, MAKE UP AND WARDROBE

On show day, the EMA glamour crew, headed by MAC cosmetics and supported by five of their senior and events team artists, will be getting through 300 sets of false eyelashes, 60 mascaras, 80 lip glosses – and 160 packs of MAC wipes to take it all off again!

More than 50 dancers have been enlisted for the 2011 MTV EMA – so costumes are being made for lightning-fast costume, hair and make up changes in the two hour show. Random wardrobe requests include Viking helmets and nude body suits.

Jessie J's dancers have requested specially commissioned hand-printed fabric. Other EMA dancers will be donning hand-painted tracksuits. The wardrobe team will be working late into the night all week to make sure all the costumes will be ready in time for Sunday's show - last year the team stayed up to 3am hand-sewing Shakira's costume!

EMA Glamour pusses will be buffed and polished to perfection in the **EMA SPA** – an exclusive backstage beauty and relaxation facility for presenters and performers. Among the luxurious treatments on offer in the EMA SPA are: manicures by Butter London Nails; massages with DECLEOR and Eucerin; hair styling with Batiste; How to Look 10 Years Younger with Nanoblur; and fragrant sticks and candles from the Rituals Home Sweet Home collection to scent the dressing rooms.

DRESSING ROOMS

The MTV dressing room crew will be decking out more than 10 dressing rooms for the star-studded line-up of performers and presenters at the 2011 MTV EMA. Each EMA dressing room will be decorated with fabulous prints by celebrity artist **Tyler Shields**.

CATERING

EMA performers, presenters and crew will be chowing down on delicacies from specialist showbiz location **Eat Your Hearts Out** featuring locally sourced ingredients. All told, six tons of ice have been ordered, along with countless pounds of potatoes, butter, cream and sugar. Somewhere between 35,000 to 38,000 meals will be cooked during the weeklong build up to the show.

DANCERS

This year, MTV auditioned 500 dancers for just 15 spots on the show. Unusually, this year's dancers were all required to have special aerialist training as well as contemporary dance and hip hop – so expect to see some spectacular stunts!

This year's dancers will be choreographed by Olivier award winning choreographer **Javier de Frutos**, who has been honoured for his work on the West End production of Cabaret.

TRAVEL

MTV has booked nearly 10,000 room nights in 39 hotels in Belfast to cater for the thousands of people associated with the show.

Moving all the crew and guests around will take 100 executive limos, 2,000 airport transfers and 200 coach transfers.

The **Hyundai Veloster** is the 'Official Wheels' of the 2011 MTV EMA, and boasts a unique '1+2' door layout, with one door on the driver's side and two on the opposite side. The eye-catching coupé combines style, practicality and safety, and it's the inspiration for Hyundai's 1+2-themed competitions.

SPONSORS

Nearly 450 European amateur bands entered **Hyundai's** 1+2 Band Contest, registering more than 15,500 votes from fans on Facebook. Irish rock band **The Voodoos** were chosen as ultimate winners by MTV's judging panel, and will play the biggest gig of their lives in front of 15,000 people at City Hall in Belfast as part of the live performances at the 2011 MTV EMA.

Hyundai's 1+2 Music Quiz also gave true music fans the chance to prove their knowledge and attend the 2011 MTV EMA with Hyundai. From more than 9,000 entries came the winning 30 people, each of whom will bring two friends to the star-studded event.

Sashaying along the Red Carpet will be the winners of **Swatch's** fab EMA competition in which Facebook participants could create their own personal canvas using the content they liked on Facebook. The person who got the most votes for his/her canvas won a VIP trip to the 2011 MTV EMA for themselves and three of their friends. A total of 5,043 canvases were created, which received a total of 136,444 votes.

Supermodel and Sports Illustrated cover girl **Bar Refaeli** has been added once again to the MTV EMA roster! The stunning Israeli model will be presenting an award and for the night she will be the special guest of **Replay**.

25-year-old Russian model **Irina Shayk**, a brand ambassador for the Replay denim Autumn/Winter 2010/11 campaign, will appear on the EMA stage for the first time wearing a gorgeous denim outfit especially created by the Italian design team.

In its fourth year as an MTV EMA sponsor, **Dell** gave fans the chance to win big: with one of two Ultimate VIP trips to the show in Belfast – including one supersized trip for four plus a Dell laptop, dinner, as well as spa treatments and a makeover for their big walk down this year's red carpet! This year's competition received an outstanding 33,000 entries over a 3.5 week period from residents in the UK, Ireland, Netherlands, France and Germany. That's a 50 percent jump over the number of entries of last year's contest for the 2010 MTV EMA in Madrid!

About the 2011 MTV EMA

Hosted by multi-talented singer and actress **Selena Gomez**, the “**2011 MTV EMA**” will premiere **Sunday, November 6th at 9PM CET*** from Belfast, Northern Ireland. The “[2011 MTV EMA](#)” is sponsored by Dell, Replay, Hyundai and Swatch. **Lady Gaga, Bruno Mars, Coldplay, Red Hot Chili Peppers, Jessie J, LMFAO, Justin Bieber, David Guetta** and **Snow Patrol** are confirmed to perform, and **Nicole “Snooki” Polizzi, Jenni “JWOWW” Farley**, *Awkward* star **Ashley Rickards, Katy Perry, Hayden Panettiere, Bar Refaeli, Sheamus, Irina Shayk, David Hasselhoff** and **Jeremy Scott** are confirmed to present. **Queen** will be honored with this year's Global Icon award and will also take the stage for a special performance. Viewers can vote for their favorite EMA artists by visiting www.mtvema.com. **Lady Gaga** leads the pack of EMA nominees with six nods, with **Katy Perry** and **Bruno Mars** following closely behind with four nominations. **Adele, Justin Bieber** and **Thirty Seconds To Mars** are each up for three awards. Other EMA nominees include **Foo Fighters, Snoop Dogg, My Chemical Romance, Jennifer Lopez, LMFAO, Jessie J, Beyoncé, Coldplay, Eminem, Arcade Fire, Red Hot Chili Peppers, Far East Movement, Kanye West, Linkin Park, Wiz Khalifa** and **Kings of Leon**. Richard Godfrey and Bruce Gillmer are Executive Producers for the “2011 MTV EMA.” For all MTV EMA news and announcements, check out [EMA on Facebook](#) and follow us @ [EMA Twitter](#). For MTV EMA press materials, please visit press.mtvema.com.

****check local listings; the show will air tape delayed in some markets.***

För information om galan 2011 MTV EMA, se webbsidan se.mtvema.com/

För kul galanyheter på svenska, gilla oss på Facebook
<http://www.facebook.com/MTV.Sweden>
samt på Twitter: [@MTV_Sweden](https://twitter.com/MTV_Sweden)

Värden Selena Gomez följs på [@selenagomez](https://twitter.com/selenagomez)

Ellen Jurell – Presskontakt, på plats i Belfast. (Då undertecknad kommer att ha fullt upp med att hantera media i Belfast, kontakta gärna Fanny nedan).

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OM MTV NETWORKS

MTV Networks är världens största nätverk av TV-kanaler. Som en del av mediekoncernen Viacom levererar MTV Networks ledande ungdomsunderhållning via alla plattformar; TV-skärmar, webben och mobilen. MTV Networks Europe sänder idag elva versioner av MTV och delar sinsemellan material, idéer och program. MTV och barnkanalen Nickelodeon finns som lokala kanaler i Sverige, Norge, Danmark och Finland. I Norden distribueras även fem ytterligare underhållningskanaler: VH1, VH1 Classic, MTV, MTV2, MTV Hits och MTV Dance. Den första januari 2009 lanserades en

lokal version av Comedy Central på den svenska marknaden. Läs gärna mer om vad de lokala kanalerna har att erbjuda på www.mtv.se, www.nickelodeon.se och www.comedycentral.se

Till media

Bilder

Getty Images är på plats på MTV EMA 2011 för att ta bilder från galan. All media kommer kostnadsfritt att kunna ta del av ett stort utbud bilder från galan på Getty Images hemsida. Bilder från röda mattan, uppträdanden från galan, presentationer och vinnare kan laddas ned från www.image.net från och med torsdagen den 3:e november. Vid frågor, kontakta Kevin Karlsen +44 (0)7825 826 450 / Kevin.Karlsen@gettyimages.com