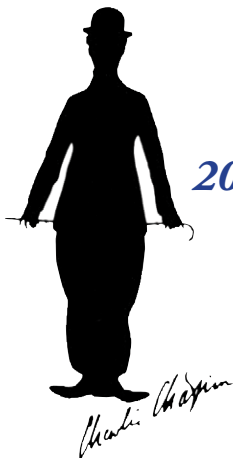


A Golden Celebration

2025 marks the 100th anniversary of Charlie Chaplin's *The Gold Rush*



2025 marks the centennial of Charlie Chaplin's *The Gold Rush*, a landmark in cinematic history and a defining achievement of his artistry. The film's

world premiere on June 26, 1925, at Grauman's Egyptian Theatre in Hollywood was a dazzling affair, featuring a live stage show with seals, artistic ice-skating performances, and dance numbers.

At its Berlin premiere, the screening was famously rolled back to allow audiences to enjoy the iconic "Dance of the Rolls" sequence a second time. Meanwhile, the London premiere made broadcasting history when the BBC conducted an experimental recording of the audience's uproarious laughter—a testament to Chaplin's unparalleled ability to keep viewers laughing nonstop for the space of five minutes.

As Chaplin fans get ready to celebrate the film's centenary, the Chaplin rights holding companies, represented by the Chaplin Office in Paris, are busier than ever. To honor this milestone, a specially designed centennial logo will feature prominently across all 2025 products, promotional materials and events celebrating *The Gold Rush*. A unique version of the logo, crafted entirely from natural



materials such as onion seeds, strawflower, and poppy seeds, was beautifully unveiled on January 1st in Pasadena, California as part of the 2025 AIDS Healthcare Foundation Rose Parade float, *Home Sweet Home*. The float not only marked the film's 100th anniversary but also promoted the Healthy Housing Foundation.

Global Celebrations

Centenary screenings of *The Gold Rush* accompanied by live symphony orchestras have been confirmed for several U.S. cities, including Tucson, Seattle, Santa Barbara, and Indianapolis, with more international dates to follow. Other Chaplin classics, such as *The Great Dictator* (1940), remain popular

for live orchestral screenings. Notably, *The Great Dictator* premiered with its restored score in Rome's historic Baths of Caracalla in 2023 and is set to screen at the Philharmonie de Paris in spring 2025. Chaplin-related stage shows are also thriving. A new biographical play, *Chaplin*, is touring Turkey, tracing his amazing rags

to riches life story from London street urchin to global superstar. After a pandemic-induced hiatus, *Chaplin: The Musical* by Chris Curtis will return in an open-air production at Switzerland's Walensee-Bühne in June and July 2026. Meanwhile, stage remakes of Chaplin's films, including *Limelight*, *City Lights*, and *The Great Dictator*, continue to find audiences worldwide, with adaptations in countries such as Japan, Hungary, Greece, and Sweden.

Chaplin's Legacy Lives On

The Chaplin Office's collaboration with licensee Chaplin's World, the official Charlie



Chaplin museum in his former family home in Corsier-sur-Vevey, Switzerland, remains strong. The museum has welcomed over one million visitors since its opening in 2016 and consistently earns top ratings on platforms like TripAdvisor. A wide range of Chaplin merchandise of all kinds is sold in the on-site boutique and is regularly renewed. Visitors can also stay nearby at the licensed, Chaplin-themed Modern Times Hotel.

In retail, merchandise continues to be developed to celebrate Chaplin. A fantastic new Funko Pop! Icon figurine is already very popular on social media.

Thés Christine Dattner, a French family-run





tea company, has created an exclusive gourmet tea blend and refillable tea tins inspired by Chaplin's Modern Times.



Craft Hub have released fun and colorful wooden jigsaw puzzles, with each puzzle piece in Chaplin-themed shapes: silhouettes, hats, roller skates, circus tents and more!

Mechanical flipbook kits recreating the famous bread roll dance from *The Gold Rush* are available through Marvel & Rosen LLC. And everybody loves wind-up Chaplin toys by Spanish licensee Protocol SL.

French licensee Prime has renewed its longstanding license for Chaplin "fèves", porcelain figurines to hide in epiphany cakes, with some of their most recent prototypes featured in the 2024 exhibition on Chaplin's film *The Kid* at the prestigious Palais

des Festivals in Cannes. Licensee It's a Wonderful World Inc. regularly releases art prints and other items featuring creative new Chaplin-inspired artworks by the talented Mr. Brainwash.

Timeless Appeal

"Chaplin's films contain incredibly recognizable human emotion alongside the comedy," said Arnold Lozano, Chaplin business manager, in a recent interview with Deutsche Welle. "The best of his films simply have not aged."

Over the years, the totemic Little Tramp figure has come to represent not only the ragged, mischievous, resilient character from the films, but also Chaplin's own humanism, humor and modernism. As 2025 unfolds, the Chaplin Office is seeking licensees to create new products inspired by the universal values Chaplin championed and to honor the centenary of *The Gold Rush*—a masterpiece that continues to bring laughter and joy to audiences around the world.

With over 2 million followers on Facebook, 4.27 million subscribers on YouTube (with over 114 million views in 2024), and more than 188,000 followers on Instagram, and packed audiences at the film, theatre and concert events worldwide, Charlie Chaplin's legacy is as vibrant as ever.

www.charliechaplin.com

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