

BARNUM'S KALEIDOSCOPE



Barnum's Kaleidoscope was the first time a Ringling Brothers production had been presented in a tent since 1956. The production was a two-hour event that engaged the audience from the moment they entered the tent. From the live orchestra playing an original score, to award winning performers, such as the world's most lovable clown David Larible, the audience was thoroughly entertained.

Kenneth Feld, the producer of Barnum & Bailey®, Disney on Ice and Siegfried & Roy's performances in Las Vegas, commissioned GIRVIN to study their new performance model, create a name and design a brand identity.