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Cirque du Soleil coming to Boston waterfront, Menino says

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By Shana Wickett, Globe Correspondent

Cirque du Soleil is bringing its blue-and-yellow big top to the South Boston waterfront this summer, Mayor Thomas Menino announced today, in the latest move to inject vitality in the area.

OVO, Cirque du Soleil's latest touring production, will open July 22 for a limited time at Fan Pier and Pier 4. The show will take up about three acres of waterfront land near the popular Institute of Contemporary Art, said Joseph Fallon, president and CEO of the Fallon Co., the developer of Fan Pier.

"Cirque du Soleil is one of the greatest attractions to have when people come to the city," Menino said.

"[Over the summer], people won't be able to travel far because of the economy, but they'll be able to visit the South Boston waterfront," he said. "That's always our intention."

Andre Cote, vice president of marketing for Cirque du Soleil, said the event marks the attraction's return to Fan Pier, where it first appeared in Boston with "Saltimbanco" in 1993.

"This place has changed a lot. It's a very exciting place," Cote said, noting that visitors can dine before and after the shows and stay at nearby hotels.

The location features "all of the different visions of where we want to go," Cote said. "It's kind of the perfect storm."

The show's theme, OVO -- "egg" in Portuguese -- is the life cycle of insects, according to Cirque du Soleil. Its website calls the show "an immersion into the teeming and energetic world of insects."



Photo/David L. Ryant
Mayor Thomas Menino today with Cirque du Soleil performer Diabolos