

B&B's New Look

Written by Linda Marshall-Smith
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Adding a touch of class.

The Bold and the Beautiful Reveals New Look ~ New Show Logo, New Main Title, New Website

The Bold and the Beautiful, CBS's long-running daytime series, introduced its new main title incorporating a new logo in its 4,334th episode that aired Friday, July 2, 2004. Also making its debut that day is the series' new website www.BoldandBeautiful.com.

This is the first change in the design of the main title of the series since it first aired on March 23, 1987. The original look represented the sleek sophistication of the high fashion world reflected in the storyline of the show. The new main title updates that image and the new logo now includes the two letters "B&B," which is how the series has come to be known amongst industry insiders and its many viewers around the world.

"The current opening has held up well, but we felt it was time to make a change," announced Executive Producer and head writer Bradley P. Bell. "The new look will still emphasize fashion, and includes an updated version of the familiar B&B theme music."

The new main title also features the talented cast of The Bold and the Beautiful. Original cast members, who have become recognized celebrities around the world, include multiple Emmy-winner Susan Flannery, John McCook, Ronn Moss and Katherine Kelly Lang. They are joined in the main title sequences by series regulars Jack Wagner, Lesley-Anne Down, Joe Mascolo, Lorenzo Lamas, Sydney Penny, Darlene Conley, Winsor Harmon, Schae Harrison, Drew Tyler Bell, Kayla Ewell, Dan McVicar, Sean Kanan, Adrienne Frantz, Brian Gaskill and Justin Torkildsen. All of the actors are identified in the credits by their character names to help draw viewers into the never-ending story that daily weaves its way through the lives of each of these glamorous people.

Anyone who still wants to see the old main title after July 1 can do so by visiting one of the other 129 countries where the series can be seen, sometimes delayed by as much as 3 years behind the U.S. broadcast. Thanks to the internet, however, viewers in countries such as Australia, Italy, Finland, South Africa, Kenya and now Russia, are able to find out about what is happening to their favorite television characters months or years before they have the chance to see it for themselves on their television sets. Hundreds of online message boards and chat rooms also provide an opportunity for fans from every country to share their views on the characters and

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storyline.

It is for this reason that B&B has also revamped its online presence by combining two previous websites, its business-to-business site and its fan club site, into one official website, www.BoldandBeautiful.com

. This official online information source is currently readable in English, but will soon be also available in Spanish and Italian versions.

The task of coming up with the new look was handled by a52, a special effects company in Hollywood, which has previously created the opening sequences for the television series "Carnivale" and "Deadwood." The designer and director of the project was Suzanne Kiley and the producer was Allesandro Pasquino.

The team who designed and created the new website are Trang Cao and Mike Stine from CBS Eyelab.

You can view the entire new opening sequence at www.BoldandBeautiful.com .