Periscope



JUDY CRAYMER



of wowing audiences around the world, "Mamma Mia"—the

award-winning musical set to the music of Swedish pop legends Abba—is finally taking a chance on its homeland, putting on a Swedish version in Stockholm. NEWSWEEK's Ginanne Brownell spoke with the production's creator, Judy Craymer:

Have you seen the Swedish version yet?

Yes, and it seems completely natural. The audience was as crazy there as anywhere else. I think the joy is understanding how the songs work with the story and the characters. So however good one's English is, it is even better when it is in your own language.

What is it about "Mamma Mia" that it has such resonance across the globe?

It is contemporary and about people that everyone can recognize. I love the idea that businessmen have a great time, grandmothers have a great time, children have a great time, children have a great time. And it's sexy! It's become an industry.

Hearing these songs all the time, you must get sick of them.

I don't actually, and that is maybe why it has the appeal it has. [The] music is addictive, [it] has come into its own.
They have become classic songs. "Mamma Mia" has reinvented those songs. If I were on a desert island I would certainly have to have an Abba album—"Dancing Queen." You know life would not be the same without it.

