



GRAMMY MUSEUM® PRESENTS & JULIET: THE MUSIC OF MAX MARTIN AND FRIENDS

POP-UP EXHIBIT INCLUDES ORIGINAL PROPS FROM THE MUSICAL PLUS BRITNEY SPEARS OUTFITS

LOS ANGELES, CALIF. (JULY 16, 2025) — The GRAMMY Museum® presents *& Juliet: The Music of Max Martin and Friends*, a dynamic new pop-up exhibit celebrating the legendary songwriter and producer Max Martin. This exhibit highlights Martin's iconic contributions to pop music and explores how hits from his extensive catalog were reimaged for the global smash musical *& Juliet*—a bold and playful retelling of Shakespeare's most famous love story. For more than 30 years, Martin and his collaborators have crafted dozens of GRAMMY®-winning and chart-topping hits for global superstars including Ariana Grande, Backstreet Boys, Britney Spears, Céline Dion, Katy Perry, and many more. Martin joined forces with a team of Broadway producers to re-envision his greatest hits for the stage. The result was *& Juliet*, a vibrant jukebox musical that flips the script on *Romeo & Juliet* and brings Martin's music to life as a fresh, theatrical performance. With a story by "Schitt's Creek" writer and executive producer David West Read, the show played a 2019 Olivier Award-winning run in London's West End before opening on Broadway in 2022. Timed to coincide with the touring production's summer run at Center Theatre Group's Ahmanson Theatre in Los Angeles (August 13 – September 7), the exhibit will open at the GRAMMY Museum on July 23 and remain on display through October 27, 2025.

"I'm so thrilled that the GRAMMY Museum is highlighting *& Juliet*," Max Martin said. "Working on *& Juliet* has truly been a highlight of my career, and I'm so glad LA residents will have a chance to check out the show that has brought so much joy to so many people, and at the same time visit the GRAMMY Museum to learn more about the songs and artifacts that inspired the score."

"*& Juliet* is a clever, hilarious, and empowering jukebox musical that gives new context to an impressive playlist of timeless Max Martin tracks. I hope our GRAMMY Museum visitors will walk away with a new appreciation for Martin's pop music legacy and a better understanding of all the hard work that goes into creating a Broadway production," says Kelsey Goelz, Curator at the GRAMMY Museum.

Exhibit highlights:

- A Britney Spears performance outfit from her 1999 Baby One More Time Tour
- A Britney Spears performance outfit from her 2001-2002 Dream Within a Dream Tour
- Original props and costume pieces from *& Juliet*, including Romeo's jacket
- Sheet music from *& Juliet* signed by Max Martin



For press photos, please click [here](#).

For production photos, please click [here](#).

For tickets and more information on the exhibit, please visit www.grammymuseum.org

ABOUT THE GRAMMY MUSEUM

The GRAMMY Museum is a nonprofit organization dedicated to celebrating and exploring music from yesterday and today to inspire the music of tomorrow through exhibits, education, grants, preservation initiatives, and public programming. Paying tribute to our collective musical heritage, the Museum values and celebrates the dynamic connection in people's diverse backgrounds and music's many genres, telling stories that inspire us, and creative expression that leads change in our industry.

For more information, visit www.grammymuseum.org, "like" the GRAMMY Museum on Facebook, and follow @GRAMMYMuseum on Instagram and TikTok.

ABOUT & JULIET

& Juliet flips the script on the greatest love story ever told, imagining what would happen next if Juliet hadn't ended it all over Romeo, and got a second chance at life and love – on her terms. Juliet's new story bursts to life through a playlist of pop anthems as iconic as her name. Nominated for 9 Tony Awards including Best Musical, *& Juliet* is created by David West Read, the Emmy-winning writer from "Schitt's Creek" and features an iconic playlist of Pop hits, including "Since U Been Gone," "Roar," "I Want It That Way," "Confident," and more.

& Juliet has played in nine countries and on four continents since its West End Premiere in 2019, including productions in the UK, Germany, Canada, and Singapore in addition to the show's Broadway and North American touring productions. The Original Broadway Cast Recording of *& Juliet* was released in October 2022 on Atlantic Records and is available wherever streaming music is played.

For more information, visit andjulietbroadway.com.

CONTACTS

GRAMMY Museum:

Jasmine Lywen-Dill

Director of Communications, GRAMMY Museum

T. 213.725.5703

jlywen-dill@grammymuseum.org

& JULIET Global:

grapevine pr

[Molly Barnett](#), [Chelsea Nachman](#), [Amanda Marie Miller](#)



& JULIET Tour:

Bond Theatrical

[Marc Viscardi](#), [Steph Kelleher](#), [Bridget Gross](#)