

# THE MASTER'S TOUCH

The Apprentice enters the world of the Master..



...the Master becomes the Apprentice.



What would be the alternative career choice of celebrities who are well known for their talent and expertise in their specific field of work? If Jeremy Clarkson would not had become a TV host, how would his alternative career look like? Cook?

We follow a celebrity who explains the ins-and-outs of his or her profession to another celebrity before, like in a relay race, passing the 'Master's Touch' on to the next celebrity. In this programme each celebrity is first the apprentice and later the master. It gives the celebrities the motivation to participate as they can learn but also teach. Because the concept is based on the core question: If they hadn't opted for their chosen profession what would they have most liked to do?

In each episode there are two participants who can call themselves an expert within a particular professional field and who have achieved fame because of their expertise in this specific professional field. Michael Flatley, for example, is a well-known dancer and Jeremy Clarkson a well known TV host.

But what if we invite Jeremy Clarkson to learn how to cook under his relaxed Master's guidance of Gordon Ramsey. Jeremy Gordon Ramsey on his turn will be the apprentice in the next episode and will learn to dance under the guidance of Michael Flatley.

The Master's Touch ('De Hand van de Meester') was prime time aired in June 2011 on the Dutch Public Broadcaster Nederland 1 and achieved an average marketshare of 15%

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