

SOAP STARS

SØREN BREGENDAL

ON FILMING
2900 Happiness
IN COPENHAGEN

DENMARK'S BIGGEST soap opera first aired in September 2007. It now has a loyal following of 250,000 viewers a week. Set in the exclusive Copenhagen neighbourhood of Hellerup and named after its postcode, *2900 Happiness* chronicles the power, love, ambition and intrigue of a real estate magnate and his family. The third season started last month on TV3 and the show airs at 7.30pm, Monday to Thursday. Popular singer and actor Søren Bregendal (25) plays the handsome and affable Simon Henriksen, who started as a musician, then became a janitor and after a change in fortune, has bought a radio station, a venture that is providing dramatic storylines.

Describe your character:

He is working class, ambitious and likeable.

What makes *2900 Happiness* so popular?

I think people like the fact that it's new and different from what they are used to watching here, as it's about rich people and where they live, and also how they live.

Are there similarities between you and your character?

A lot - like me, Simon is a musician, he is ambitious, and when he puts his mind to something, he will go for it 100%.

Does the show accurately portray life in Copenhagen?

Generally, no. I think it

portrays a little group of people that have lots of money - too much money. I live in Hellerup and the characters do exist, though not everyone in the neighbourhood is like that.

Where is the strangest place you've been recognised?

I was skiing in France last year and a girl from Thailand came up to me and said: "You are Søren from C21 (a boy-band I was in)." I didn't expect that in the French Alps!

What do you want to do after *2900 Happiness*?

I'm moving to Los Angeles next year to pick up TV work there, but I'll be coming back to Denmark to do *High School Musical* on stage.

What's your favourite website?

The online version of the Danish paper Berlingske (www.berlingske.dk)

What's the best holiday you've ever been on?

I had this trip to a small, beautiful Greek island. It was a week of relaxing and lying on the beach.

Name your three favourite places to hang out in Copenhagen.

Skt. Petri Hotel (www.firsthotels.com/sktpetri) has a lovely bar. Near to where I live, there is a place called The Fortress (Kastellet), which is a beautiful nature area with trees and a beach. The Kongens Nytorv district in the old centre of Copenhagen is beautiful, too, and has lots of restaurants and clubs. www.visitcopenhagen.com

