

THE GLOBE

See if you can I.D. me. I'm a landmark in London that was first built in 1599, though I've been rebuilt a couple of times since then. I'm closely associated with William Shakespeare because I'm where he's stages his plays.

I'm the Globe Theatre where Shakespeare was once an investor and an actor

The man himself, the world renowned playwright known as the bard was born 450 years ago this month. His Globe Theatre burned down by accident during a play in 1613, was rebuilt the next year, then torn down decades later, then rebuilt in London again in the 1990s, as authentically as possible. As you might expect this year is a big one for the Globe.

(BEGIN VIDEOTAPE)

ROSIE TOMKINS, CNN CORRESPONDENT: Face paints, bouncy (INAUDIBLE), punching Judy and, of course, a birthday cake.

A lively approach to celebrate an age old icon. Here at Shakespeare's Globe in London, it's all about maintaining a fresh and young legacy for the most famous playwright in history whose works 450 years and later still resonate with people young and old.

UNIDENTIFIED BOY: A person (INAUDIBLE) plays.

UF (on camera): Who's your favorite Shakespeare character?

UNIDENTIFIED GIRL: Midsummer Night's Dream.

UNIDENTIFIED BOY: Julius Caesar.

UNIDENTIFIED GIRL: (INAUDIBLE), "Romeo and Juliet"

UNIDENTIFIED MALE: To be or not to be.

DOMINIC DROMGOOLE, SHAKESPEARE'S GLOBE: The Shakespeare is still young. Shakespeare doesn't feel old. He doesn't feel tired. He feels like he's still asking fresh questions, still giving fresh insights, still provoking fresh laughter.

TOMKINS: The Globe is a theatre created specifically in Shakespeare's honor. Now, it's actually a modern reconstruction of the original building, which was built in Shakespeare's day.

It's not just here in the U.S., of course, and his legacy (INAUDIBLE). Shakespeare's works continue to fill classrooms, theaters and cinemas across the world, all the way from hometown in Stratford upon Avon to Hollywood.

Among the more famous examples, Baz Luhrmann's "Romeo and Juliet." Attempts have even been made to put a value on Shakespeare's brand. With one study suggesting his commercial worth today would be over half a billion dollars. Four times the combined value of Elvis Presley and Marilyn Monroe.

PROFESSOR MICHAEL DOBSON, DIRECTOR OF THE SHAKESPEAR INSTITUTE: The fact is, Shakespeare is really good at what he does. If you want to enjoy reading words, put it into a really interesting order, looking at patterns of human behavior, going to the theater and imagining yourself into a whole world, Shakespeare is going to provide that in ways that no other playwright or poet has done.

TOMKINS: That global appeal is being reflected in the week's birthday celebrations, including a whole week long dedicated conference in Paris.

As the birthday celebrations ricochet around the world, we continue to wonder and explore how one man's work has had such a profound effect. Here at the Globe in London, at least, many of the children seem to have it all figured out.

UNIDENTIFIED GIRL: I like the way they talk, but sometimes hard to understand.

TOMKINS (on camera): What normally happens at the end?

UNIDENTIFIED GIRL: Pete die.

(LAUGHTER)

TOMKINS: Rosie Tomkins, CNN, London.