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The Messiest Hour in Edinburgh Returns: Ian Fox Unleashes 'PIEMAGEDDON' Once More!

Abandon all dignity and prepare for the ultimate shaving-foam-fueled showdown. Following smash-hit, pie-faced runs in Adelaide and Brighton—and a triumphant previous visit to the Scottish capital—the high-octane game show *Piemageddon* is officially returning to the Edinburgh Festival Fringe.

Led by the perpetually chaotic host Ian Fox, *Piemageddon* takes the "audience vs. performer" premise of the legendary *Beat the Comic* and dials the madness up to eleven. This is a show where the rules are as flimsy as a filo pastry crust, the consequences are sticky, and no one—not even the audience—is safe from the blast radius.

The Rules of the Mess

Under the direction of Ian Fox, the show is governed by a set of rules designed to ensure maximum hilarity and zero cleanliness. The stakes are simple:

- **Mention the word 'pie'?** That's a 'pie!
- **Call for the Games Master to get a pie?** That's a 'pie!
- **Dare to question the Games Master?** You've just signed your own foamy warrant.

"We've seen the carnage in Adelaide and watched the hilarity unfold in Brighton, but there is something special about bringing this level of chaos back to Edinburgh," says Ian Fox. "In most shows, the audience just watches. In *Piemageddon*, the audience is the star, the target, and the mastermind. If you're coming to the show, leave your Sunday best at home and bring a sense of humor—and possibly a poncho."

A Pie-nacle of Performance

After conquering stages across the globe, *Piemageddon* arrives back in Edinburgh with a proven track record of turning venues into battlegrounds. It is the perfect antidote to traditional, "sit-still-and-be-quiet" entertainment. It's loud, it's fast, and by the end of the hour, with Ian Fox steering the pie-rate ship, there won't be a dry shirt in the house.

IAN FOX BIO

Ian Fox is a Cheshire-born comedian and storyteller known for his sharp wit and magnetic stage presence. A seasoned traveler, he has brought his unique perspective to audiences worldwide, blending observational humor with an effortless, charismatic charm.

His deep connection to the Edinburgh Festival Fringe is at the heart of his work, having featured in a Netflix documentary that offered an intimate, behind-the-scenes look at the festival's

high-stakes environment. This experience inspired him to write a book documenting the legendary event, while his nightly residency—hosting the chaotic and beloved game show *Beat the Comic*—has cemented his status as a Fringe fixture.