



SPO
LITTO
TO FESTIVAL
DEI 2MONDI

ARTISTIC DIRECTOR
GIORGIO FERRARA

SPONSOR BROCHURE

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**Presidency
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**Ministry of Cultural Heritage
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Region of Umbria
Province of Perugia
City of Spoleto**



SpO
LE
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FESTIVAL
dei 2Mondi



SPOLETO FESTIVAL OF THE 2WORLDS

The **Festival of the 2Worlds** is one of the most important artistic and cultural international events in Italy, an exhibition known worldwide for the past 57 years that takes place in Spoleto, a magnificent art city in Umbria. Every year, for two weeks, the Festival of the 2Worlds **stages** the excellence in the art fields of **Opera, Music, Theater** and **Dance**, besides hosting an **Art** section, and many special **Events**. **Dynamic, sophisticated, innovative**, the Festival is directed by **Giorgio Ferrara**, while **Alessio Vlad** is the creative consultant for Opera and Music. A privileged venue for domestic previews and international debuts, a prestigious stage for new talents, this is where great tradition is sided by a quest for innovation, supported by a large participation of international artists, a motivated and attentive audience. The Festival is highly appreciated by the media, institutions, and the protagonists of the world of culture thanks to its unmatched programme, and to the breathtaking natural stage of Spoleto, that not by chance over the years has been nicknamed the “**city theater**”. These are the elements that make the Festival of the 2Worlds one of the most important cultural events worldwide. The 58th edition of the Festival of the 2Worlds takes place in Spoleto from **June 26 to July 12, 2015**.

The Festival of the 2Worlds originated in Spoleto in 1958 thanks to the brilliant and cosmopolitan intuition of Maestro and Composer Gian Carlo Menotti, aiming at creating a meeting space between two cultures and two artistic continents: America and Europe. After visiting several historical towns in Italy, Menotti chose Spoleto thanks to its many theaters and the natural scenario of the Duomo Square. The Festival of the 2Worlds inspired many exhibitions that came after, and has its US counterpart in the Spoleto Festival USA of Charleston (South Carolina) founded in 1977. Since 2008, the Artistic Director is film and theater director Giorgio Ferrara. The Spoleto Festival is always more an event with a worldwide echo.



THE PROTAGONISTS

The main feature of the Festival of the 2Worlds is the originality and exclusiveness of its programme: vanguard, innovation, and respect of classical tradition together with a focus on multidisciplinary arts, make the Festival a unique event in its genre. Many stars were launched at the Festival, and many celebrities have taken part in it in time. Here is a list of a few of those who contributed in making grand the Festival's history: **Eduardo De Filippo, Arnaldo Foà, Carla Fracci, Vittorio Gassman, Rudolf Nureyev, Luciano Pavarotti, Roman Polanski, Ezra Pound, Nino Rota, Ken Russell, Thomas Schippers, Romolo Valli, Luchino Visconti.** And in most recent years: **Victoria Abril, Anouk Aimée, Woody Allen, June Anderson, Fanny Ardant, Adriana Asti, Aszure Barton & Artists, Corrado Augias, John Axelrod, Mikhail Barishnikov, Edoardo Bennato, Berliner Ensemble, Sanjay Leela Bhansali, Luc Bondy, Peter Brook, James Conlon, Cristina Comencini, Corella Ballet, William Dafoe, Johannes Debus, Gérard Depardieu, Daniela Dessì, Dresden SemperOper Ballett, Leonard Eto, Giora Feidman, Andréa Ferréol, Michael Galasso, Massimo Ghini, Anna Maria Guarnieri, Monica Gueritore, Andrea Griminelli, Daniel Harding, Hans Werner Henze, Isabelle Huppert, London Symphony Orchestra, John Malkovich, Wayne Marshall, Christoph Marthaler, Diego Matheuz, Julia Migenes, Jeanne Moreau, Riccardo Muti, New York City Ballet, the Chorus and Orchestra of the San Carlo of Naples, the Symphonic Orchestra of Milan Giuseppe Verdi, Orchestre National du Capitole de Toulouse, Pacific Northwest Ballet, Paul Taylor Dance Company, Michele Placido, Olivier Py, Charlotte Rampling, Tim Robbins, Luca Ronconi, Isabella Rossellini, San Francisco Ballet, Tanzteather Wuppertal Pina Bausch, The Hamburg Ballet John Neumeier, Tugan Sokhiev, Jean Sorel, Paulo Szot, Franca Valeri, Emanuelle Villaume, Wiener Staatsballett, Robert Wilson.**



For its Art Section, the Festival is historically known for having launched a unique and innovative “exhibition” model. In **1962**, in fact, for the exhibition **“Sculture nella Città”** (“Sculptures in the City”) curated by **Giovanni Carandente**, main international sculptors were invited to Spoleto to display their works in the streets and the squares of the town, giving life to a real contemporary open-air museum staged in this town so rich of history. Most sculptures were then donated to the city and can still be admired today in their original collocation. Among others, the **Teodelapio** by **Alexander Calder** that is considered the first modern monumental sculpture worldwide.

Since its first 1958 edition, the Manifesto of the Festival was performed by some of the main contemporary international artists, among whom: **Alberto Burri**, **Mario Ceroli**, **Francesco Clemente**, **Pietro Consagra**, **Luigi Ontani**, **Giacomo Manzù**, **Joan Miró**, **Henry Moore**, **Julian Schnabel**, **Sandro Chia**, and many other.



THE AUDIENCE

In 2011, thanks to the support of the Fondazione Cassa di Risparmio di Spoleto, the Festival of the 2Worlds commissioned a market survey to the Lorien Consulting institute, inquiring on the perception of the Festival. The results confirmed a **great level of awareness** and a **strong appreciation** on behalf of all targets thanks to the offer of the festival itself: **the suggestive context of the city and its surroundings, the guarantee of a high-quality programme, the personal prestige that comes from taking part in the event, appreciation coming from important personalities of the Italian and international world of culture.**

Next to this, **the strong emotions** that the Festival conveys, and the **international and prestigious aspect** of the exhibition, make this **Festival unique and exclusive**. What also contributes to the positive experience shared by the Spoleto audience, is the general quality of its sojourn, and the great food and wine tradition of the area. **The audience chooses the Festival** for its old-time glamour, as well as for its contemporary spirit, simply for the fact of **being here**, not only as a spectator but as the privileged actor of emotions and of a dialogue between past and present that in time becomes always more intriguing and interesting.



The **expressions** used in a single word to express the Festival in the survey interviews were:

style
authenticity **nice** **emotions** excellence
originality **internationality**
interesting culture
prestige **elegance** exclusiveness
pleasure tradition
relax



SPOLETO 57 IN NUMBERS

SHOWS AND AUDIENCE

60,000 tickets; **74** shows and **99** curtains; **3** conferences; **15** meetings and cultural events; **1** theater lab; **21** theatrical performances, meetings, and open workshops; **5** exhibits with **15,000** visitors; **2** Competitions; **1** Exhibition; **1** Retrospective; **6** Awards.

PRESS & TV

290 press hits on domestic media, **390** press hits on local media; **78** press hits on magazines; **543** press hits on the web; **35** runs on domestic networks.

COMMUNICATION

75 press hits on main domestic newspapers and magazine articles exclusively dedicated to the Festival; **69** runs of the Festival's TV commercial; **540** radio hits; **453** billboards and **2,500** fliers; **15,000** postcards; **1,500** art posters; **130,000** promotional brochures; **23,000** general programmes; **5,000** in-theater programmes.

WEB & SOCIAL MEDIA

2,000,000 impressions on homepage leading banner of other websites; posts created more than **200,000** Reaches for Festival on Google and Facebook; **50,700** visitors of www.festivaldispoieto.com; beyond **460,000** page visits; **15,100** fans on Facebook; **1,500** followers on Twitter; **36,550** video views on YouTube and on RepubblicaTv; great participation on Flickr, Pinterest, Foursquare.



SPOLETO, A THEATER CITY

Every age left a mark on this town, a mark that recalls its vocation towards the performing arts. There is a Roman Spoleto, a Medieval Spoleto, a Renaissance, a Baroque, and even a neoclassic Spoleto. Each one has left the legacy of a stage space that can still be admired and enjoyed today: the **Amphitheater**, the **second Amphitheater**, and upon this the Complesso Agostiniano of **S. Nicolò**, the **Roman Theater**, the **Caio Melisso Theater**, the wooden theater that was set up in **Piazza Campello** in 1700, and finally the '800 **Teatro Nuovo**. The whole city has evolved as a unique stage where the surprise element – the soul of Theater – is constantly highlighted. Magnificent aristocratic palaces are the scenarios that appear suddenly after strolling through long and narrow alleys; Medieval houses built on uphill streets leading to squares that are surprising for their unusual prospective and asymmetry. A theater city where visitors and guests can experience special feelings, made of nature, architecture and culture. Eighteen venues of this town are exploited by the Festival of the 2Worlds – theaters, palaces, open spaces, squares, and more: from the Caio Melisso Theater to the Teatro Nuovo, from Palazzo Campello to Palazzo Collicola, from the Roman Theater to the famous Piazza del Duomo that every year hosts 2,400 sitting viewers at the main Festival events.

Spoletto can easily reached by all means of transportation:

By train: Florence, Rome or Orte.

By plane: Roma Fiumicino and Perugia S. Egidio, that has daily connections to the most important Italian and foreign cities.

By car. From South Italy: 60 km from the Orte exit on highway A1. From North Italy: 115 Km from Valdichiana on highway A1.





SPONSOR THE FESTIVAL OF THE 2WORLDS

The Festival of the 2Worlds can work on different strategies to **create the right position to fulfill the objectives of your Company**. Our consulting approach works on an in-depth approach to your brand, your values, your clients, and your specific needs. We build and monitor our trade relations carefully, with professionalism, and are always ready to develop customized projects for your company. **All Companies** – from great multinationals to small and medium agencies – **represent an inestimable resource for us**.

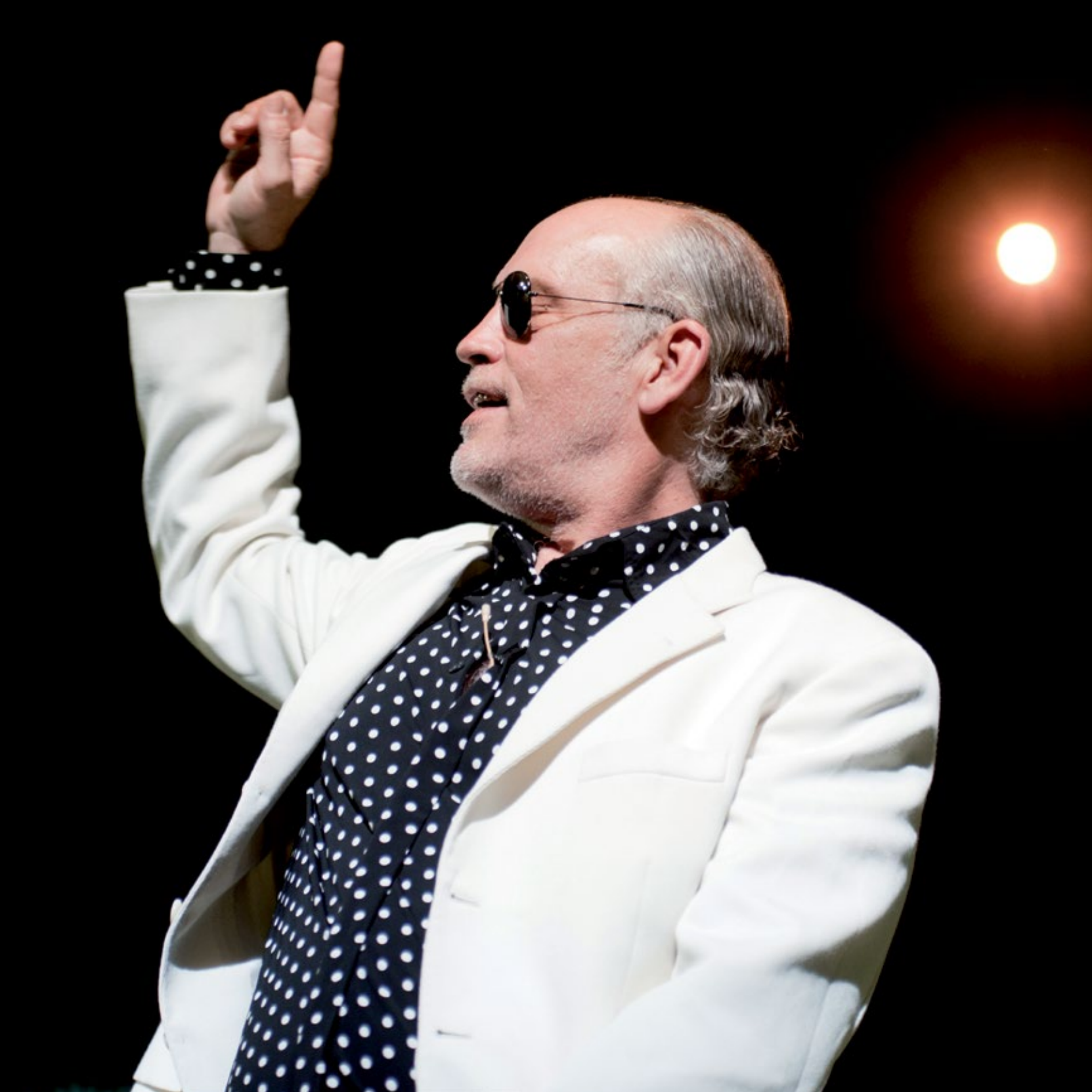
We guarantee

- to pinpoint a **specific position** for each Sponsor in order to obtain a **highly ‘made-to-measure’ strategy**
- long-time experience in the **conception** and **management** of multifaceted strategies
- **constant interaction** with our Sponsors

Why invest in the Festival of the 2Worlds

- to **associate the Company’s image to artistic and cultural excellence**, offering **great** acclaim and **visibility** on domestic and international press
- to **add value**, through culture, to your company’s reality, **with advantages** coming in terms of **identity** and **branding differentiation**
- to be part of an **exclusive entourage** attended by **a national and international audience that is motivated, attentive, top-class**
- to create a **strong relation with an audience made up of selected targets** in line with your Company’s needs, thanks to the marketing and communication channels of the Festival
- to benefit of **tax advantages** that come along with sponsoring

Our main interest is to build a path made of quality in order to generate value and reach important results. The Sponsoring Office of the Festival plans aimed strategies of marketing and communication for the Companies.



Bond the image of your company to

a **section:** opera, music, dance, theater, art

a **show**

an **event**

a **venue**

an **accessory service** (courtesy car, food & beverage, staging, etc.)

Use the Festival's scenario to make

your communication special

gift your clients and your human resources **with an event within the event**

within the Festival organize

your **conferences**

meetings

focus groups

company dinners

Promote your PR activity

use your **show tickets**

create a personalized **Fidelity Card**

present your **product and services** within the Festival

offer favored access to your staff

suggest **an activity** that fits the **Festival programme**

Promote your trade activity

present your **product and services** within the Festival

suggest a **competition** or an **award** with your **brand's name**

highlight your presence in town creating direct **contact**

with the audience, the artists, the Institutions, and the media



THE FESTIVAL OF THE 2WORLDS OFFERS:

Promotion and Communication activities

circulation of the Sponsor's logo and image: press, TV, radio, publishing houses, billboards, co-branding advertising, product placement, website and App, social network, personalized merchandising, pre-Festival encounters, and much more. The Festival is promoted all year around, through events, shows, and other rendezvous in **Italy and abroad**.

facilities

venues for meetings, conferences, cocktails, brunches, lunches

catering services

photography and **video production**

conventional structures

customized programmes “made to measure”

They trust us

Cassa di Risparmio
di Spoleto (Carispo)
Fondazione Cassa
di Risparmio di Spoleto
Cassa di Risparmio
di Firenze
Banca Popolare
di Spoleto
Spoleto Credito e Servizi
Fondazione Carla Fendi
Eni
Monini
Intesa San Paolo
Mercedes Benz Italia
Fondazione Sigma Tau
Ipzs – Istituto Poligrafico
della Zecca dello Stato
Fondazione
Roma Arte-Musei
Air France
Martini & Rossi
Poltrona Frau
Montblanc
Fabiana Filippi
Tomasini Francia

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Igp Decaux
Il Messaggero

Il Messaggero.It
Io Donna
La Lettura
Publitalia '80 Spa
Radio Subasio
Riflessi
Sette
Style
Syn Media Tuttoggi
Traveller
Vanity Fair
Vogue
Albornoz Palace Hotel
Alcantara
Atmo
Attractive
Battistoni
Blu Cooperativa Sociale
Cantina Novelli
Cantina Signae Cesarini
Ceccaroni Garden
Comcom
Concessionario Speranza
Del Gallo Editori
Ditta Scocchetti

Eremo delle Grazie
Hotel dei Duchi
Iacopo Petroni Underwear
Iguzzini Illuminazione Spa
Inpdap
Inps
Legnami Paolini
Magliette Fresche
Media Production
Mila Schon
Paolo e Noemia D'amico
Publi2m
P&P (Panetto & Petrelli)
Ristorante San Lorenzo
Rome Cavalieri, Waldorf
Astoria Hotels & Resorts
Sevi
Sia
Sistema Museo
Ticket One
Trudi
Tvlli Acque
Umbria Mobilità
Vus

O P E R A M U S I C A D A N Z A T E A T R O A R T E E V E N T I



Become a Protagonist
Step up on the Stage of Spoleto

For Info and Projects Strategy contact the
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dei Due Mondi onlus

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