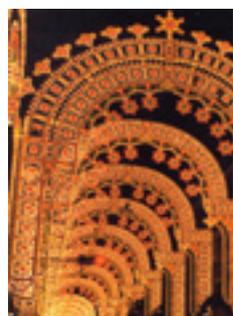


STUDIO FESTI

ART • EMOTION • CELEBRATION



For more than twenty years,
Festi`s art has been „celebration“:
the designing and realizing of open-air projects
for different festive occasions.

1 A POWERFUL MEANS OF COMMUNICATION

Studio Festi has been creating and staging breathtaking visual celebrations, spectacular displays and performances and sensational dramatic creations in urban and natural settings, heritage sites and other key locations for over a quarter of a century.

Studio Festi designs and performs unique creations for the greatest of all stages, the open air. Each event is individually tailored to reflect the specific characteristics and history of its location.

Valerio Festi is the brainchild behind these masterpieces and together with his partner, the playwright and director Monica Maimone, has created an almost unique identity as an architect of events.

His works are rooted in the Italian tradition of "La Festa", or the city feast. They share a sense of splendour and magnificence, the same elements which have inspired, and continue to inspire, the Italian "arte dello spettacolo", that unique mix of art and performance which has captivated the world's imagination.

Valerio and Monica communicate through images, visual experiences capable of stirring and awakening memories. These images are turned into icons, unforgettable symbols, capturing the inner meaning of a location, transforming the venue into a theatre.

Through their art they are able to rediscover what is buried in the depths of our memories bringing the forgotten consciousness back to life.

A Studio Festi spectacle is a powerful means of communicating positive values to audiences of up to several hundred thousands of people through the universal means of open air theatre performances.

It is dream
desire
astonishment



2 THE UNIQUENESS OF THE THEATRE OF VALERIO FESTI

Studio Festi designs and implements exceptional performances which are individually tailored to reflect the specific characteristics and history of each location.

In a nutshell, Valerio Festi's productions are unique because he is a creative, pragmatic and shrewd entrepreneur: he systematically explores clients' expectations, captures their attention with intriguing but viable proposals and together with his team efficiently manages the implementation process.

He has the vision and ability to capture the essence of a city or any given location. Drawing on history, rituals, tradition and atmosphere he skillfully reformulates his impressions and findings into an unique interpretation and artistic representation.

His creations exert a very powerful impact in the media.

The stunning, highly visual nature of his displays translate extremely well into media coverage which is disseminated to an even wider audience.

Studio Festi is artistic excellence



3 THE FIGUREHEADS

VALERIO FESTI: THE "LA FESTA" ARCHITECT

Valerio Festi's vision was born during the European artistic movement of the Sixties and Seventies, where international theatre was trying to escape the cultural schemes of the prevailing parochial regionalism and went searching instead for innovative global expression. With this as his backdrop he discovered the stage for his calling: the town square.

While studying the „science of entertainment“ at Bologna University, he specialised in mobilising theatrical communication - influenced by the techniques and language of folk theatre - to move the masses.

Festi's maxim, Giovan Battista Marino's famous verse "È del poeta il fin la meraviglia" - (literally translated - it is the poet's aim to produce surprise/the marvellous) underlines the need to amaze and astonish and epitomises his approach of combining aesthetic splendour with political and cultural relevance in performances used to celebrate great events of social importance.

In achieving this, Festi blends visionary fantasies - where fantastic materials are presented as dreams in order to conserve rational plausibility - with theoretical research, reaching back to Renaissance and Baroque traditions.

For more than twenty years Festi's chosen form of art has been „celebration“, the designing and staging of open-air projects for different festive occasions; from firework displays synchronised with live music to the creation of specific scenic machinery involving substantial audience participation; from using the basic elements - air, water, earth and fire - to provide visual narratives to portray and express contemporary locations to the translation of the themes of religious and civic festivals.

Their impressive spectacles have been seen in over 200 towns and cities throughout the world.

MONICA MAIMONE: RITES AND THEATRE

Monica Maimone stepped into the world of theatre in 1966 bringing with her a background in social studies within mass communications. Together with Dario Fo and Franca Rame, she formed "Nuova Scena", a self-managed Utopian popular theatre company modeled on Erwin Piscator's Volksbühne theatre in Berlin. The most important production of Nuova Scena was "Mistero Buffo".

Furthering the same ideology she became director of the Salone Pier Lombardo di Milano (now Teatro Franco Parenti) where she worked alongside Franco Parenti and Andrée Shammah for 15 years on programming and production, as well as single themed theatrical reviews.

Since the early 80s, in close artistic and personal collaboration with Valerio Festi, Monica Maimone has been the creator and director of open-air performances staged by Studio Festi in more than 200 cities.

Among her works, the Trilogy on Angels was particularly successful. It has been performed in Bogota, Colorado Springs, Madrid, Moscow, Santiago de Compostela, Bologna, Fano, Mantova, Napoli, Ravenna, Roma and Spoleto.

In 2007 Valerio Festi and Monica Maimone founded the Fondazione Ipazia. Its mission is to explore and fill the void which exists between the good intentions of art and artists and the desired results.

Monica Maimone lives in a large villa surrounded by woodlands in the mountains near the Swiss border, where she works, contemplates and hopes for a Utopian theatre, popular and vibrant.

4 STUDIO FESTI IN THE WORLD

Valerio Festi has an impressive track record.

His work has been seen by countless audiences in Paris, Madrid, Rome, Milan, Lisbon, Prague, Munich, Reykjavik, Moscow, Bogota, New York, Toronto, Laikipia (Kenya), Damascus, Macao, Tokyo, Beijing, Shanghai, Singapore, Sydney, Adelaide.

He created and implemented unforgettable key elements of the XX Olympic Winter Games Opening Ceremony and 2006 Paralympic Games Closing Ceremony held in Turin. He also orchestrated the entire opening ceremonies at the 2005 European Youth Olympic Festival, 2006 Special Olympics, the 2008 UCI World Road Championships and the 13th FINA World Championships 2009.



RECENT SUCCESSES

Roma ***Symphony*** ***of the Oceans***



More than 12.000 people attended the Opening Ceremony of the 13th FINA World Championships in the presence the President of the Italian Republic Mr. Giorgio Napolitano. The show, which involved 184 artists, 201 technicians, and 400 voluntaries, was performed in a visionary set which incorporated the 60 statues of the Stadio dei marmi with a never seen before giant size projection screen of 1.000 m².

Basel ***Le Bruit des Nuages***



Set up in collaboration with Unicef in the city which host the most important art fair in the world, the spectacle is inspired by the works of main contemporary visual artists, to crown a week long fund raising and promotion campaign.

Beijing ***Put a Story*** ***in a Bag***



This refined show, staged in the new fashion and luxury district of the Chinese Capital, celebrated the over 60 year history of the Maison Fendi, for the occasion of its 2007 défilé de mode in China, the first fashion show ever with catwalk on the Great Wall.

Beijing ***The Renewal*** ***of Time***



The opening ceremony of the Italian Year in China, conceived on behalf of the Italian Ministry for Foreign Affairs and Ministry for the Environment, presented to the Chinese audience the highlights of the Italian culture, taste, and way of life. The spectacle was broadcasted live by CCTV to over 1 billion people.

Bologna
Il tempo si rinnova



In the astonishing setting of the Renaissance Piazza Maggiore, a wooden proscenium in the shape of the Teatro Farnese was built to stage the spectacle inspired to the feast organized by Lorenzo il Magnifico in Florence by the end of the XV Century, which it is said Michelangelo himself helped to desing.

Bologna
Smart Night



Set up in collaboration with David La Chapelle (Rize), the spectacle presented to the Italian public the most vibrant and creative expressions of contemporary urban cultures, for the first time in Europe from Africa and the U.S.A.

Damascus
Le rideau se lève



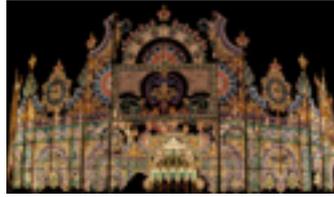
Opening ceremony of Damascus Arab Capital of Culture 2008. The performance involved the whole 1.6 million inhabitants city with performances and fireworks. It was the first time ever a popular open air feast was performed in the city.

Istanbul
Fenerbahçe Spor Kulübü
1906-2006



One year long celebration ceremonies and spectacles for the occasion of the Centenary of the Fenerbahçe Spor Kulübü foundation. The sports club is strongly rooted in the city (its name derives from a famous lighthouse located within the area) and had a prominent role in the democratisation process of the Country led by Mustafa Kemal Atatürk. The celebrations encompassed the multifaceted nature of the club and its history, including: architectures of light at the Şükrü Saraçoğlu Stadyumu Stadium; glittering night show at the Stadium to celebrate the heritage and the history of the Fenerbahçe Sports Club; parade in Bağdat Caddesi, the high market street in town, which was decorated by a 2 Km long gallery of lifht architectures.

Kobe, Japan
The Era of the Light



The 13th edition of the Gallery of lights, in memory of the victims of the earthquake which hit the city, was visited by over 7 million people in 14 days. The celebration, which was established from scratch by Valerio Festi in 1995 and has been repeated every year since then, has become a traditional occasion, unique in the Japanese culture, to express collectively and in public the mourning for the deaths.

Laikipia, Kenya
Deluge



The spectacle set up by Studio Festi is the first step of the 3 year long project AQVA - Art for the planet, produced by Ipazia Foundation to support through art the birth a new consciousness sensitive to the environment. The show had the support of the Italian Ministry for the environment and , set up on a 3 stages open air theatre newly built for the occasion in the astonishing scenery of the Great Rift Valley, presented 4 stories about the Flood taken from the tradition of as many civilizations: Sumer, Jewish, Masai, and Indo-American. The spectacle was played by 90 artists coming from all over the world, who teamed up in Laikipia 15 days before the premiere in a workshop.

Loreto, Italy
Acqua



Show for the occasion of the Youth Agorà at the presence of Pope Benedict XVI. The performance was attended by more than 1 million people and was internationally broadcasted live by RAI to an audience of several million.

Macao
The Beauty of Harmony 2008



Spectacle of huge proportions entirely on the water. Addressed to the local community, it was created and produced for the Government of Macao, whose aim was to develop a new image of the city not linked to the gambling economy. The show had 3 sold out repetitions and was promoted by a wide multimedia ad campaign in Macao, Hong Kong and mainland China.

Madrid
The ride
of thve Kings



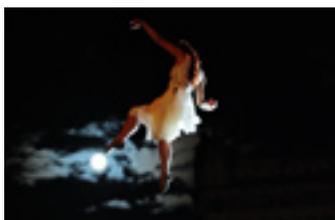
Traditional magnificent parade which concludes in the glory of the Christmas celebrations in downtown Madrid.

Milan
Bubbles, Dances,
Boccioni



Milan Carnival feasts. The show involved both the downtown squares and the periphery, first step of the programme to support the candidacy of Milan to host the Expo 2015.

Munich
Munich Revue



A fantastic run through the history of the city in the occasion of the 850th anniversary of its foundation. The spectacle was the highlight of a 3 month celebration program which culminated in the night of the Altstadttring Fest of which Valerio Festi's show was the keynote event.

New York
The celebration
of beauty



On the anniversary of the discovery of America by Christopher Columbus, our show for the Columbus Day Parade along the 5th Avenue presented the most significant historical and cultural features of the Italian Regions.

Nizhniy Novgorod
The day
of national unity



Parade to celebrate the National Feast of Unity and Harmony on the occasion of the Anniversary of the liberation of Russia from Poland (November 4th 1612). The spectacle was produced on behalf of the Governor of Nizhniy Novgorod Region.

Paris
Robe de Lumière



After the first pioneering installation in 2002, Valerio Festi's architectures of light, set up on the facades of Galleries Lafayette in an unbroken series in the following years up to now, have become the landmark of the Christmas time in town, visited by millions of people. The 2007 installation took advantage of an innovative computer controlled technology which boosted the creativity of our designers, and allowed them to create new magical moving and fading shapes of light on the external walls of the department store.

Rome
First Summer Night
(2007,2008,2009)



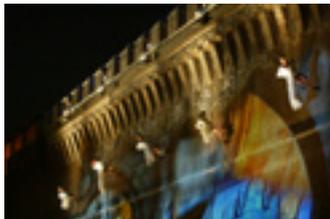
In the very day of the solstice a popular feast over 80.000 people gather in Piazza del Popolo to celebrate the summer. Giant size stage machines, flying and vertical dance, video scenographies and final special firework effects move the audience to "Rome state of mind", a mind set where beauty, magnificence and wonder are king.

Rome
Birth of Beauty



Beautiful people and the jet set were the audience of the glossy spectacle, performed in the breathtaking setting of the Temple of Venus and the Colosseo, to celebrate the 45th anniversary of the fashion house Valentino.

Rome
Prophets of
Clouds* and *Magic
Prague



By Angelo Maria Ripellino.
Shows at Castel Sant'Angelo for the occasion of the White Night. The production toured 6 major cities in Mexico for the occasion of the Festival Internacional Cervantino with the support of the Italian Institute of Culture in Mexico City.

Rome
Special Olympics
European Youth
Games



Opening ceremony of the Special Olympics 2006, the sport competitions dedicated to athletes with intellectual disabilities, in the spectacular setting of the ancient stadium "Marmi".

Saint Petersburg
Scarlet Sails



Traditional feast of the city in Winter Palace Square and along the Neva, attended by over 1 million people during the white night of the summer solstice. The spectacle was broadcasted live by Channel 5 all over Russia to an audience of several millions.

Seongnam, Korea
The Dancing Sky



At the Seongnam Art Festival the air performance conceived by the creativity of Valerio Festi to astonish the public with the grace of the flying dancers in compliance with the Studio Festi motto: wonder is the aim of the poet (il fin, la meraviglia).

Shanghai
Italian Cheer



The spectacle was set up in Shanghai to celebrate, in the presence of the highest Chinese authorities, the achievements of the Italian entrepreneurship and to introduce them to the distinguished and selected Chinese audience invited for the occasion.

Singapore
The Dancing Sky



The open air show of baroque stage machines and flying dance continued its tour in the Far East calling at Singapore for the Night Festival for the occasion of the opening of the new National Museum of Singapore.

Turin
From Renaissance to Baroque



In the Opening Ceremony of XX Olympic Winter Games at the Olympic Stadium. Valerio Festi's production put on the stage a fancy, impressive, never seen before representation of Italian culture and aesthetic which sprang up in our Country during the most fertile period of the worldwide history of art and costume. It was at the hart of the show which presented Italy to an international audience of billions spectators, being remembered as a mile stone in the design of spectacular performances addressed to a global public.

Turin
Bring me the Sunset in a Cup



In the Closing ceremony of the Paralympic Games. The spectacle was inspired by the famous poem by Emily Dickinson whose subtle atmosphere is brilliantly matched by the visions of the poetic world the spectacle built in Turin's downtown, to hand over the baton to the Vancouver Winter Olympic Games 2010.

Varese
UCI Road World Championship



The opening ceremony presented to the public the local sport tradition and its links with international sport culture in a show on a set 400 meters wide. It was broadcasted by Rai which produced a special program to present the races.



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S T U D I O F E S T I



il fin, la meraviglia