

ITALY IS COLOURED BY FESTIVALS



ITALIAFESTIVAL is a multidisciplinary non-profit association between some of the most important Italian festivals, constituted in 1987 as a member of the umbrella organization AGIS (General Association Performing Arts in Italy) where it has its headquarters.

The Association proposes to represent and protect the interests of its member festivals in dealings with public and private institutions, both Italian and foreign.

ItaliaFestival is particularly active in the field of communication and promotion. The innovative aspect is the improved operative efficiency following the creation of four separate sectors: music, theatre, cinema and dance.

Publications include: **ITALIAFESTIVAL** (2 vols.) on behalf of the Osservatorio dello Spettacolo (Performing Arts Survey) with an account of the activities of Italian festivals (over 100); **ITINERABILIA**, the map of the festivals in Italy; the annual **ITALIAFESTIVA** .brochure-poster.

The Association participates in the initiatives of the Consiglio Nazionale dell'Economia del Lavoro (National Labour Economy Council) of Rome and the Bocconi University of Milan, as well as in Tour Operator Conventions, and in addition has been present with stands at the Rome "Culturalia", Milan "Outis" and Berlin ITB Exhibitions. It is also a member of the European Festival Association (EFA) network.

ItaliaFestival collects information and data concerning Italian festivals and has a website (www.italiafestival.it) which is constantly updated on the activity of its member festivals and is also open to all the others, providing information and material on request to public bodies and private citizens from all over the world. In 2005 the Association organized a conference at Parma on the theme "Festival: the Meeting of Art, Culture, Tourism" and also signed a partnership agreement with A.S.T.O.I. (Association of Italian Tour Operators) which led to joint initiatives designed to increase tourism. Several tourist packages have been planned in collaboration with **ItaliaFestival** associates which will be operational in 2007.

In 2006 ItaliaFestival hosted in Rome the meeting of the national associations of the European festivals which are members of EFA, and in 2007 organized - together with Fondazione Romaeuropa - a round-table meeting "Cose nuove dai festival" (Festival Novelties) with the participation of representatives of Italian and other European Festivals.

Again in 2007, thanks to the partnership with A.S.T.O.I, the Association was present at the tourism fairs "Globe" (Rome) and BTM Borsa Mediterranea del Turismo (Naples) with a project entitled "Turisti ma non per caso" (Tourists but not by chance). There are 28 festival in Italiafestival: Settimane Musicali di Stresa e del Lago Maggiore / Festival del Teatro Italiano/AstiTeatro/Operaestatefestival Veneto/ Festival Teatrale di Borgio Verezzi/Festival Pianistico Internazionale "A. Benedetti Michelangeli"/Festival delle Nazioni/ Miteltfest / Vignaledanza / Festival di Cremona Claudio Monteverdi e La Danza/ Emilia Romagna Festival/ Ente Filarmonico Italiano/ Festival della Valle d'Itria /Settimane Musicali Meranesi/ Teatro Festival Parma / Sagra Musicale Umbra / Rossini Opera Festival / Ravello Festival / Ravenna Festival / Romaeuropa Festival / Santarcangelo dei teatri / Festival Intercity / Festival Internazionale di mezza estate / Festival Puccini / Paestum Festival/ Festival dei Due Mondi / Mito Settembre Musica/ Festival "Maggio all'Infanzia".

ITALIAFESTIVAL

AGIS - Via di Villa Patrizi 10 - 00161 Roma

t. 06/88473375/58

e mail: feder.festival@italiafestival.it



Tourists, but not by chance

The initiative denominated “Tourists, but not by chance” offers several package tours conceived both for the domestic and the foreign market, addressed to individual clients or to small groups of tourists.

The tours consist of both a short journey or of a week-end focused on a festival performance aimed at promoting arts, culture, traditions, nature and environment, as well as wine and gastronomic traditions of the local territory of reference, outside the routes of traditional tourist trips.

The towns of Stresa, Ravello, Pesaro and of Torre del Lago, hosting annual festivals, are small and medium size cities characterized by a still intact beauty of which Italy is so rich, and really deserve to be visited.

In the period running from May to September, a multidisciplinary program of cultural activities presented by Italiafestival and by ASTOI include classical music concerts, opera and ballet performances.

These activities are all part of a communication plan which aim is to promote the public diffusion of arts, culture, nature, as well as of wine and gastronomic traditions of Italy.

Il Presidente Italiafestival

FRANCESCO PUNZI

Il Presidente ASTOI

ROBERTO CORBELLA



Stresa Festival (www.stresafestival.eu)

The strong point of the Festival is unquestionably the venues: unique jewelcases of art, culture and natural beauty. Top of the list are the Islands of the Borromeo Gulf. Three concerts are given in the magnificent Salone degli Arazzi of Palazzo Borromeo on Isola Bella while performances are also held in the Loggia del Cashmere of Isola Madre. In addition, there is the exceptional beauty of the Hermitage of Saint Catherine of Sasso clinging to the sheer rock-face above the lake. Also not to be missed are performances at the Rocca Borromeo of Angera and at the Castello Visconteo of Vogogna, as well as those in the Chiesa Vecchia of Belgirate, in the Basilica di San Giulio on the island of Lago d'Orta, in the little fourteenth-century church of San Vittore Martire on Isola dei Pescatori and at the elegant Villa Ponti of Arona (Novara). In Verbania, the concerts are held at Villa S. Remigio and in the Renaissance Chiesa Madonna di Campagna. The Palazzo dei Congressi at Stresa and "La Fabbrica" Auditorium of Villadossola must also certainly not be forgotten.

MAY Classical Music

Saturday May 02

"Music for bandoneon"

Motion Trio

Esedra di Villa S. Remigio - Verbania

Sunday May 3

"Effetti e stravaganze"

Winds' works between Renaissance and Baroque

Concerto Palatino

Rocca Borromeo - Angera

Saturday May 09

"Michael Nyman & Michael Nyman Band"

Draughtsman's Contract

Prospero's Books, Memorial

The Piano, Mozart 252

Promenade - Stresa

Saturday May 16

C. Saint - Saens, Le Carnaval des animaux

The Israel Philharmonic Brass Quintet

Villa Pallavicino - Stresa

Sunday May 17

Rag, Blues and other stories...

Trio Pieranunzi - Carbonare - Pieranunzi

Villa Rusconi Clerici - Verbania

SEPTEMBER Classical Music

Tuesday September 01

F.J. Haydn, Quartetto op. 77 n. 1

C. Debussy, Quartetto

A. Borodin, Quartetto n. 2

Jerusalem Quartet

Tapestry Hall,

Isola Bella - Stresa

Wednesday September 02

Music by Weiss, J.S. Bach

Nigel North, lute

Church of San Vittore -

Isola Pescatori

Thursday September 03

Winning work of the 4th International Composition Competition

"Settimane Musicali di Stresa" -

2009, W.A. Mozart, Clarinet

Concerto F.J. Haydn, Symphony N. 45

Julian Bliss, clarinet

BBC Philharmonic Orchestra

Gianandrea Nosedà, conductor

Congress Hall - Stresa

Friday September 04

Trombone Attraction

Music by W.A. Mozart, Debussy,

Strauss, Rossini

Trombone Quartet

Winner of 2008 Passau International Competition

Castello Visconteo - Vogogna

Saturday September 05

S. Rachmaninov, Isle of the Dead

Aleko

Chorus of the Teatro Regio di Torino

BBC Philharmonic Orchestra

Roberto Gabbiani, maestro of the

Choir

Gianandrea Nosedà, conductor

Congress Hall - Stresa

Package "Rose"

HOTEL FLORA *** or similar
Stresa

Rate: € 255,00 per person

The rate includes:

- N. 1 Concert Ticket
- N. 2 nights in Hotel ***
- Excursion by Lake Maggiore Express
- Excursion by Mottarone Caba-way with typical lunch

Package "Iris"

HOTEL SIMPLON **** or similar
Baveno

Rate: € 275,00 per person

The rate includes:

- N. 1 Concert Ticket
- N. 2 nights in Hotel ****
- Excursion by Lake Maggiore Express
- Excursion by Mottarone Caba-way with typical lunch

Package "Tulip"

GRAND HOTEL BRISTOL ****
or similar - **Stresa**

Rate: € 335,00 per person

The rate includes:

- N. 1 Concert Ticket
- N. 2 nights in Hotel ****
- Excursion by Lake Maggiore Express
- Excursion by Mottarone Caba-way with typical lunch

Information & Reservations: Mappamondo Incoming Services

incoming@mappamondo.com - Tel. 39.06/48789670 - Fax: 39.06/47882450



Ravello Festival (www.ravellofestival.com)

Ravello, an authentic "terrace" open to the sea, dominates the Amalfi peninsula.

Its splendour was immortalized by Boccaccio in the Decameron and by William Turner in his paintings, the sketches for which are exhibited at the Tate Gallery of London. A square tower in the town centre marks the entrance to the gardens of Villa Rufolo which inspired Wagner when he was composing the second act of Parsifal. The same panorama acts today as background to the annual **Ravello Festival**. Visual Arts, Symphonic Music, Trends, Cine

Music, Formation,
Musical Promenades,
Chamber Music, Special

Events: these are the eight sections of the Festival, united by a sort of Wagnerian leitmotiv which changes every year and which, in 2009, is **"The courage"**. The cultural offer of the Festival accompanies its visitors' summer without in any way invading their privacy, organizing entertainment without insistence, satisfying a wide range of refined whims without interfering with voluntary solitude, cherished tranquillity, unrestricted meditation. Ravello Festival: the pleasure of creative idleness, the perfect combination of Latin classicalness and Arab elegance in the heart of the Mediterranean.



JUNE Classical Music

Friday June 26

Inaugural concert

Music by *Rachmaninov, Shostakovich*

Orchestra and Choir of the Teatro San Carlo

Ivo Pogorelich, pianist

Maxim Shostakovich, conductor

AUGUST Classical Music

Saturday August 29

Music by *Haydn, Mendelssohn, Waxman*

Orchestra St. John's Square

Vadim Repin, conductor and violinist

Package "Wagner"

HOTEL VILLA MARIA ****

Ravello

Rate: € 415,00 per person

The rate includes:

- N. 1 Concert Ticket
- N. 2 nights in Hotel ****
- Excursion along the Amalfi Coast: visit of the "Paper Museum" in Amalfi and "limoncello" tasting in a garden of lemons.

Package "Costiera"

HOTEL SANTA LUCIA * or similar**

Minori

Rate: € 285,00 per person

The rate includes:

- N. 1 Concert Ticket
- N. 2 nights in Hotel ***
- Excursion along the Amalfi Coast: visit of the "Paper Museum" in Amalfi and "limoncello" tasting in a garden of lemons.

Package "Princess"

HOTEL REGINNA PALACE ****

Maiori

Rate: € 395,00 per person

The rate includes:

- N. 1 Concert Ticket
- N. 2 nights in Hotel **** (sea view room)
- Flowers and Spumante wine at arrival
- Romantic Dinner by the swimming pool
- Excursion along the Amalfi Coast: visit of the "Paper Museum" in Amalfi and "limoncello" tasting in a garden of lemons.

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Festival Puccini (www.puccinifestival.it)

Torre del Lago's Puccini Festival is the only festival in the world dedicated to the composer Giacomo Puccini and is held every summer during the months of July and August in the very locality which inspired his immortal melodies. Since its debut in 1930 the Festival has become, with the passing of the years, an event attracting a host of visitors from all over the world, bent upon enjoying the masterpieces of Puccini – from *Madama Butterfly*, *Turandot*, *La bohème* and *Tosca* to *Manon Lescaut*. The operas are given in an open-air lakeside theatre seating 3,200, inaugurated in 2008 for the 150th anniversary of Puccini's birth. The Giacomo Puccini theatre has also a 600 seats inside auditorium and it is located in front of Puccini's home, which is now a Museum where there is the grave of the composer together with a collection of interesting mementoes connected with his life and works. The theatre and the Museum represent for hundreds of devotees who visit them every year the ideal starting- point for discovering numerous topical excursions which cover the province of Lucca and touch many important Tuscan art cities.

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JULY Opera

Friday July 10

BOHEME

Maurizio Scaparro, director
Orchestra and Choir of the Puccini
Festival
Open theatre

Saturday July 11

TOSCA

Orchestra and Choir of the Puccini
Festival
New production
Open theatre

Friday July 17

TOSCA

Orchestra and Choir of the Puccini
Festival
New production
Open theatre

Saturday July 18

TURANDOT

Maurizio Scaparro, director
Orchestra and Choir of the Puccini
Festival
Open theatre

Sunday July 19

BOHEME

Maurizio Scaparro, director
Orchestra and Choir of the Puccini
Festival
Open theatre

Saturday July 25

TURANDOT

Maurizio Scaparro, director
Orchestra and Choir of the Puccini
Festival
Open theatre

Sunday July 26

TOSCA

Orchestra and Choir of the Puccini
Festival
New production
Open theatre

AUGUST Dance

Wednesday August 12

IL LAGO DEI CIGNI

Moscow Ballet
Orchestra and Choir of the Puccini
Festival
Open theatre

Thursday August 19

GISELLE

Moscow Ballet
Orchestra and Choir of the Puccini
Festival
Open theatre

Package "Apuane"

HOTEL SAN LUCA PALACE **** Lucca

Rate: € 480,00 per person

The rate includes:

- N. 1 Ticket - 2° Sector
- Shuttle service A/R Hotel to/from Theatre
- N. 2 nights in Hotel ****S
- Excursion by boat on the Massaciuccoli Lake discovering the nature
- Wine tasting with snacks in the historical center of Lucca

Package "Tirreno"

HOTEL UNIVERO ***S Lucca

Rate: € 390,00 per person

The rate includes:

- N. 1 Ticket - 2° Sector
- Shuttle service A/R Hotel to/from Theatre
- N. 2 nights in Hotel *** S
- Excursion by boat on the Massaciuccoli Lake discovering the nature
- Wine tasting with snacks in the historical center of Lucca

Package "Puccini"

HOTEL NAPOLEON **** Lucca

Rate: € 415,00 per person

The rate includes:

- N. 1 Ticket - 2° Sector
- Shuttle service A/R Hotel to/from Theatre
- N. 2 nights in Hotel ****
- Excursion by boat on the Massaciuccoli Lake discovering the nature
- Wine tasting with snacks in the historical center of Lucca

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Rossini Opera Festival (www.rossinioperafestival.it)

The Festival obviously "invites" one to visit the handsome theatres of Pesaro, first of all Teatro Rossini. Built in 1637 and called the Teatro del Sole, the theatre was then demolished (except for the façade), rebuilt between 1816 and 1818, renamed the Teatro Nuovo and endowed with the neoclassical curtain of Angelo Monticelli. The theatre was inaugurated with Gioachino Rossini's *La gazza ladra*, conducted by the composer himself, and in 1855 was renamed the Teatro Rossini.

With 900 seats, the theatre is also provided with air conditioning, an advantage shared by the other three venues. The Auditorium Pedrotti was inaugurated in 1892 (to mark the centenary of Rossini's birth) and subsequently given the name of the first director of the Conservatory, Carlo Pedrotti. The auditorium (700 seats) is located in the Palazzo Olivieri-Macchirelli, the eighteenth-century palace which also houses the Conservatorio Rossini. The other two venues are more recent: the Adriatic Arena, a multi-purpose facility, was inaugurated in 1996, with two auditoriums which stage musical and sports events of international importance. Near the motorway toll, it has ample parking space and a shuttle bus service. Finally, the Teatro Sperimentale, realized in 1965, has two auditoriums (500 and 75 seats respectively) and programmes theatre performances, musical events and films. It is one of the venues of the Mostra Internazionale del Nuovo Cinema (International New Cinema Exhibition).

AUGUST Opera

Friday August 14

LA COMTE ORY

Renato Palumbo, conductor
Coro da Camera di Praga
Orchestra of Teatro Comunale di Bologna
Rossini Theatre

Saturday August 15

ZELMIRA

Roberto Abbado, conductor
Orchestra and Choir of Teatro Comunale di Bologna
New production
Adriatic Arena

Sunday August 16

LA SCALA DI SETA

Claudio Scimone, conductor
Orchestra Haydn di Bolzano e Trento
New production
Rossini Theatre

Monday August 17

Festival Giovane
CONCERTI DEL BELCANTO
Auditorium Pedrotti

Thursday August 20

Festival Giovane
PETITE MESSE SOLENELLE
Alberto Zedda, conductor
Coro da Camera di Praga
Orchestra of Teatro Comunale di Bologna
Rossini Theatre
New production

Package "Ceramics"

Charming Hotel / Relais
Museum + Tasting

CASTELLO DI MONTEGIOVE - Fano

Rate: € 390,00 per person

URBINO RESORT - Urbino

Rate: € 366,00 per person

VILLA CATTANI STUART ** S
Pesaro**

Rate: € 390,00 per person

HOTEL OASI SAN NICOLA *
Pesaro**

Rate: € 348,00 per person

The rate includes:

- N. 1 Ticket (Lateral Stand at Teatro Rossini or Auditorium)
- N. 2 nights in Charming Hotel
- Entrance fees at Rossini Museum
- Entrance fees at Musei Civici of Pesaro
- Tasting of local specialities

Package "Giambellino"

Charming Hotel / Relais
Cultural tour (Gradara o Urbino) +
Typical lunch

CASTELLO DI MONTEGIOVE - Fano

Rate: € 415,00 per person

URBINO RESORT - Urbino

Rate: € 390,00 per person

VILLA CATTANI STUART ** S
Pesaro**

Rate: € 414,00 per person

HOTEL OASI SAN NICOLA *
Pesaro**

Rate: € 372,00 per person

The rate includes:

- N. 1 Ticket (Lateral Stand at Teatro Rossini or Auditorium)
- N. 2 nights in charming hotel
- Entrance fee Rossigni Museum
- Entrance fee to Rocca di Gradara or to Palazzo Ducale di Urbino
- Typical lunch
- Local bus ticket

Package "Rossini"

Charming Hotel / Relais
Wellness package + Typical dinner

CASTELLO DI MONTEGIOVE - Fano

Rate: € 432,00 per person

URBINO RESORT - Urbino

Rate: € 408,00 per person

VILLA CATTANI STUART ** S
Pesaro**

Rate: € 432,00 per person

HOTEL OASI SAN NICOLA *
Pesaro**

Rate: € 390,00 per person

The rate includes:

- N. 1 Ticket (Lateral Stand at Teatro Rossini or Auditorium)
- N. 2 nights in charming hotel
- Entrance fee at Rossigni Museum
- Wellness package
- Typical dinner

Cooking course

In a farmhouse on the sweet hills of Montefeltro, under the supervision of an expert, participants will engage in the preparation of local specialities. An original way to discover and experience the land and its flavours.

Rate: € 50,00 per person (minimum 2 people – maximum 6 people)

Duration: Half day

The Package includes:

- Cooking course
- Lunch

The package doesn't include Transport and Tips

Programme:

- Arrival and start of the course
- Typical lunch

Urbino, through the eyes of the poet

Wednesday August 19

A walk through the historic center of Urbino with Umberto Piersanti and his poetry.

A different way to visit and to know a city through one of the most important voices of contemporary poetry that just from the landscape of this region of the Marche drew inspiration for his verses.

Rate: € 10,00 per person, including the aperitiv at Caffè Basili (minimum 2 people - maximum 6 people)

Duration: 1 hour and half - from 6.30pm to 08.00pm

Programme: meeting point at 6.30pm at Caffè Basili located in Piazza della Repubblica - Urbino

Information & Reservations: Mappamondo Incoming Services

incoming@mappamondo.com

Tel. 39.06/48789670 - Fax: 39.06/47882450

ASTOI – Italian Tour Operator Association - works from its foundation with intentions that go beyond the national representation of the business category of tour operator. Indeed, the promotion of outgoing and incoming tourism, is not only one of the purposes identified in the Statue but is the most important line that guides daily work.

The meeting with ITALIAFESTIVAL and the subsequent signing of the Memorandum of Understanding was therefore a natural step in line with the strong belief of ASTOI incoming tour operators that Italy is a country full of enormous resources with a great tourist potentiality; however, to make them a real “tourist product” we must make them live in a dynamic and truly accessible contest able to evoke those values that nowadays are the basis of purchasing.

Into a competitive global economy, the Italian assets art and culture can become real tourist attractions if academy and business, “heart and money”, learn to talk and work together.

“Tourists, but not by chance”, initiative which involves Viaggi del Mappamondo from ASTOI and part of the Italian Festivals members of ITALIAFESTIVAL, desires to sign the beginning of a new dialogue between two different worlds which are often still unjustifiably distant. This with a great purpose: to approach Italians and foreigners, who still perceive Festivals and Theatre as a world reserved for an elite, to the Italy of culture giving them also an exceptional occasion to make their holiday a truly unforgettable and unrepeatable experience.

ASTOI

Via Castelbarco 2 – 20136 Milano

t. 02/76014497

e mail: astoi@astoi.com

with ASTOI and ITALIAFESTIVAL

Stresa Festival



Festival Puccini



Rossini Opera Festival



Ravello Festival

