

Festival Ultrapadum

10th June – 10th October 2010

General Information and Conditions of Participation

FESTIVAL:

The city of Pavia, Lombardy region, "Accademia di Voghera" society, "Amici della musica" association of Voghera, "Amici della scala e della musica" European association and "Giuseppe Verdi Accademy of music" of Milano invite you to participate at the "Ultrapadum Festival".

Since 1993, Festival Ultrapadum is one of the most prestigious music reviews in Pavia, Alessandria, Lodi and Milan provinces and one of most well-recognized in Italy.

The Festival location turns among 40 municipalities and it is organized by the " Società dell'Accademia " of Voghera, with the sponsorship of the Lombardy Region, the Province of Pavia and all the municipalities that take part in it.

The organizers aim- a successful one- is to combine music with the environment and the cultural aspect of this area. The strength of the Festival is to develop all this in order to create the atmosphere, a value which makes a moment unique and unrepeatable: bringing people to music.

The strongest point of the Festival is the possibility to offer cultural events in touristic areas during summer evenings to create a combination of music, landscape and historical sites together with the beautiful weather. This quality and its basic idea to have been able to increase the Festival success in terms of media visibility, institution confidence and audience. Last season the average number of participants ranged between 300-600 viewers each evening.

There are 50 events organized in 50 different important venues around the provinces of Pavia, Alessandria, Lodi and Milan which start from June to the end of September

A Summer with important pieces of music performed in a picturesque and suggestive environment frame.

The Festival has 4 parts:

Opera – Orchestras – Choirs – Dance

PARTICIPATION:

The Festival is open to all types of Orchestras, Choirs, Dance Group.

No participation fee is required but it is only subject to a package of services purchasing that include accommodation, guided visits, rehearsal and concerts.

Participation at the festival includes evening concerts in various locations, hall for warm-up and sightseeing in the morning.

Orchestras, Choirs, Dance Group, ensembles and other type of groups who are invited to perform at the Festival Ultrapadum must pay all respective costs by themselves (e.g. travel expenses, accommodation during the stay, etc.).

"Festival Ultrapadum" pays as follows:

- concerts promotion
- concerts venues
- Printing of programs
- Support staff for each concert
- Stage (where necessary)
- Service of Light and Sound (where necessary)

The Direction of "Festival Ultrapadum" reserves the right to handle the tickets sale for the concerts, and nothing will be given to the performers.

Reservations and the basic package are organized by Target Travel, a travel agency specialized in Music Festival and music events. You can choose different Hotel categories based on your budget.

PERFORMANCE:

The Choir has to prepare a program at least 60 minutes long (without break)

The Orchestra has to prepare a program at least 80 minutes long (without break)

REPERTOIRE:

The repertoire is open but must be sent to the Artistic Director of "Festival Ultrapadum" who has to approve it.

The concert location will be chosen according to the repertoire sent.

Any changes in the repertoire must be approved always by the Artistic Director of "Festival Ultrapadum".

DOCUMENTATION:

The following information is required:

- orchestra, Choir, Dance Group biography
- orchestra, Choir, Dance Group program
- director resume
- photo of the orchestra, Choir, Dance Group and the conductor
- a recent recording (minimum 4 pieces, of the last 4 months)
- set up of the orchestra on stage

INSTRUMENTAL RENT:

The request of renting music instruments must be made at the same time of participation request to the Festival.

FINAL DEADLINE FOR REGISTRATION:

February 15th of the Festival Year .

VENUES:

The festival has some of the most important and interesting concert venues in the province of Milan, Pavia, Alessandria and Lodi. All locations offer professional performance conditions such as: stages , 200 to 1,500 seats and appropriate lighting and sound systems. Dressing room and Toiletttes.

Some of the main venues are:

- TORRE D'ISOLA: VILLA BOTTA ADORNO
- CIGOGNOLA: Piazza Castello – Castle Square
- TORRICELLA VERZATE: Santuario – The Sanctuary
- OLIVA GESSI: Antica Corte del castello – Antique Castle Courtyard
- VOGHERA: Duomo - Dome
- STRADELLA: TEATRO SOCIALE – Social Theater
- CURA CARPIGNANO: Villa Imbaldi

AUDIENCE:

Considering the importance of music festival agenda, the partnership with the Municipality of Rome, and the Tourist offices in Rome, and least but not last the concerts venues, we can guarantee an audience of minimum 200 people per concert up to 1000-1500 people.

ADVERTISING:

The advertising of "Festival Ultrapadum" has been studied with great attention, and was committed to professionals.

The Festival is one of the most important cultural event of the province Milan, Pavia, Alessandria and Lodi A special advertising will be carried out throughout the Festival.

- 30000 brochures (52 pages)
- 700 posters 50 cm x 35 cm (distributed to Hotels, shops, Tourist info points in Milan and province)
- 15000 fliers (distributed at Hotel, shops, Tourist info points in Milan and province)
- Press communication
- Advertising in the major news papers in Milan
- Issue different web sites of all the provinces

ACCOMODATION:

The accommodation of the groups is handled by Target Travel, an experienced travel agency specialized in Performance Tours, concerts and music festivals.

Please contact:

Target Travel - Music Performance Dept.
Via Circonvallazione, 28 - 30171 Mestre / Venice - Italy
Ph. +39 041 2392660 Fx. +39 041 2392600

Target Travel offers different solutions depending on budget needs of each group: from 2 to 5 star hotels right in the city center or nearby.

Also on specific request pre or post tours will be offered, with different itineraries that touches the main Italian/European cities with the possibility to have concerts throughout the tour..

ORGANIZATION COMMITTEE:

- Angiolina Sensale – Artistic Director
- Daniele Panzarin – Abroad Promotion Coordinator

BASIC PROGRAM

1st Day: Arrival at MILAN Airport

Arrival at Milan airport, meet your local tour manager and with a privat Coach transfer to the reserved Hotel, to the Festival area.

Installation to the Hotel.

Dinner and overnight.

2nd Day: MILAN

After Breakfast departure to Milan.

Meet your local Guide and start for a guided Tour of this beautiful town.

The tour starts from Piazza del Duomo; where you will visit the Galleria, the Duomo Cathedral. The Piazza della Scala is named after the world's most famous operahouse built in the neoclassic style by the architect Piermarini.

Opposite the Scala stands Palazzo Marino. The Piazza Mercanti is the ancient heart of medieval Milan. The Castello Sforzesco is one of Milan's most famous monuments. Piazza Sant'Ambrogio takes its name from the ancient Basilica of St. Ambrose, the oldest church in town, named after the patron saint of Milan. The Santa Maria delle Grazie Church, one of the most fascinating monuments of the Lombard Renaissance, was designed by Bramante. On the lefthand side of the church is the entrance to the Cenacolo Vinciano (Last Supper) painted by Leonardo da Vinci, the work in which Leonardo perhaps expressed the greatest mark of his genius. In Sempione Park there is another outstanding monument, the Arc of

Peace, in neoclassic style. The Famedio (monumental cemetery), in Lombard-Gothic style, is a real open-air museum of modern and contemporary funeral art. The Piazza Duca d'aosta, Piazza della Repubblica.

Independent Lunch.

Return to the Hotel.

During the afternoon free time for a warm-up.

Dinner to the Hotel.

After dinner departure to the performance venue.

09pm Concert / Performance

Overnight at the Hotel.

3rd Day: PAVIA & VIGEVANO

After breakfast meet your local guide and start for a guided visit of Pavia.

This tour is another festival of arts featuring the town of Pavia 35 km. from Milan. The town is famous for its university one of the oldest in Italy, and Church of San Michele (XII century, an example of Lombard Romanesque with a sandstone facade originally constructed under the Lombard kings and burnt in 1004 A.D. Another important monument to be seen is the Basilica of San Pietro in Ciel d'Oro (Romanesque style XIII century) where the remains of King Liutprando, the philosopher Boetius, and the relics of St. Augustine are housed.

Nineteen km. from the centre of the town stands the Charterhouse Monastery "Certosa di Pavia", which is said to be one of the most magnificent buildings in the world. Its founder was Gian Galeazzo Visconti. He started to build it as a family mausoleum in 1396. It was completed 250 years later. The Charterhouse is a mixture of architectural styles, and it is perhaps the finest piece of elaborate and richly adorned Renaissance architecture in existence.

Other interesting features of Pavia are: the medieval towers, the Castello Visconteo (masterpieces of Correggio, Bellini) and the covered bridge (XIV century) with its hundred pillars.

Independent Lunch.

During the afternoon continue to Vigevano.

This is a tiny architectural jewel that owes a lot to the genial creativity of Bramante. It is worth a visit. We will visit the Castello Visconteo-Sforzesco, one of the largest castles in Europe. This is a true city within a city, with very ancient origins: the original center of the Castle dates back as far as the Lombard Era, and was renovated to become an aristocratic residence by the Visconti family and then by the Sforza family, with the artistic contribution by Bramante and Leonardo da Vinci. Continue with the nice Square and the Dome of Vigevano.

At the end return to the Hotel.

Dinner and Overnight.

4th Day: GRAZZANO VISCONTI

After Breakfast departure for a guided visit to this amazing village, Grazzano Visconti.

NEOGOTHIC VILLAGE It has been one of the art towns in Piacenza's province since 1986. The village, built at the beginning of 1900, is in Neogothic style (return to the art of the 14th and 15th centuries). The village is built around an ancient castle (1395) and a church dating back to 1200. Its creator, count Giuseppe Visconti di Modrone, who had inherited the castle, wanted to build an authentic, medieval artistic centre: a "medieval village" from the architectural point of view, with several decorative references to medieval legends and anecdotes; wrought iron and wood handicrafts were meant to be made and sold in small workshops in the village streets, and the inhabitants were expected to wear characteristic medieval

clothes designed by himself. In the village there's also an Arts and Crafts school and a Theatre with its own theatre company. The artisans' craft may still be noticed in any wrought iron or wooden object visible: gates, snake signs, the great cock, emblem of wrought iron workshops, grates, various objects, portals, etc. This characteristic village offers a suggestive coreography during medieval celebrations.

Independent Lunch.

During the afternoon free time for a warm-up.

Dinner at the Hotel.

After dinner departure to the performance venue.

09pm Concert / Performance

Overnight at the Hotel.

5th Day: DEPARTURE

After Breakfast, end of our services.

Breakfast, departure or depending on planning continuation of the concert tour.

DO YOU HAVE ANY QUESTIONS? DO YOU NEED INFORMATION OR A PARTICIPATION PROPOSAL?

FEEL FREE TO CONTACT US:

Program planning and artistic questions:

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angiolina.sensale@festivalultrapadum.org

Participation costs and accommodations:

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