

## PappanoinWeb RETURNS TO THE INTERNET

Telecom Italia and the National Academy of St. Cecilia present the third series of **PappanoinWeb**, the project that brings great classical music to the Internet capitalizing on the possibilities for interaction offered by the Net and experimenting with new ways of spreading quality content and socializing artistic experiences. After the success of the first 2 series, PappanoinWeb returns to the Internet with 6 new events broadcast on the website [pappanoinweb.telecomitalia.com](http://pappanoinweb.telecomitalia.com), which will be available on demand until 27 May 2014.

Rome, 14 March - **Monday 18 March (at 9 p.m.) PappanoinWeb resumes**, the initiative presented by the National Academy of Santa Cecilia and Telecom Italia which combines culture par excellence with new digital languages. The star of the night will be **Tchaikovsky** with his last symphonic masterpiece, the famous *Pathétique Symphony* which the **Master Antonio Pappano, Musical Director of St. Cecilia**, will conduct live from the **Sala Santa Cecilia** in an event that will even excite a passion for great music in the "most distant" public in terms of background and taste. Another protagonist, alongside Pappano and the Orchestra of St. Cecilia, will be **Sonia Ganassi**, one of the most brilliant performers on the Italian scene and a specialist in nineteenth-century bel canto, who will participate in the *Le Poème de l'Amour et de la Mer* by the late-Romantic Frenchman **Ernest Chausson**. Another page of remarkable beauty opens the event: the overture *In The South* which **Edward Elgar** wrote in 1904 inspired by the delightful landscape of Alassio during his stay in Liguria.

The series **PappanoinWeb** - with 6 new events planned to be broadcast on the website [pappanoinweb.telecomitalia.com](http://pappanoinweb.telecomitalia.com), which will be available on demand until 27 May 2014 - confirms the format already tested and consolidated in the previous cycles. Each event is preceded by the now traditional guide to listening, the introductory lessons and conversations to the concerts by the musicologist Giovanni Bietti and by Antonio Pappano himself which guide the viewers in listening and in the understanding of the masterpieces in the programme, available on the website a few days before each concert. The evenings will be presented and followed by the musicologist Umberto Nicoletti Altimari who will interact with guests and professors of the Orchestra before the concert and during the interval.

The concerts will also be relaunched on Telecom Italia's Twitter and Facebook accounts, using the hashtag #Pappanoinweb on Twitter.

**PappanoinWeb** is another important method of participating made available by both St. Cecilia and Telecom Italia who thereby intend to increasingly expand the audience for the music, breaking down any space-time barriers and skilfully merging the most diverse cultural fabrics capable of bringing classical music fans closer to innovative technological languages and, vice versa, the most convinced supporters of technology to the richness of the musical literature of all time.

In 2012 with over 150,000 streamings provided, 100,000 unique users and more than 600,000 visits, and an average visit time of around 37 minutes, **PappanoinWeb** has proved to be a project capable of meeting the expectations of a very broad public. Thanks to this innovative approach viewers, even the most distant, can participate free of charge – from their computer and from any device connected to the Internet – in the great music and at the same time share impressions and emotions with other fans listening thanks to the dedicated live chat and interactions on the social networks of Telecom Italia.

### **PappanoinWeb programme**

**Monday 18 March at 9 p.m.**

**Antonio Pappano** director

**Sonia Ganassi** mezzo-soprano

**ELGAR** In the South

**CHAUSSON** Le Poème de l'Amour et de la Mer

**TCHAIKOVSKY** Symphony No. 6 "Pathétique"

**Wednesday 24 April at 8.30 p.m.**

**Uto Ughi** violin

**MOZART**

Concert No. 2 K 211

Concert No. 3 K 216

Concert No. 7 K 271a

**Monday 27 May at 9 p.m.**

**Antonio Pappano** director

**Ian Bostridge** tenor

**VERDI** Quartet (orchestral version)

**BRITTEN** Serenade for tenor, horns and strings

**BEETHOVEN** Symphony No. 5

**Telecom Italia**

**Press Office**

+39 06 3688 2610

<http://www.telecomitalia.com/media>