

NOTE TO PRESS

TELECOM ITALIA AND THE FONDAZIONE MUSICA PER ROMA: 'LUGLIO SUONA WEB' BRINGS TOP MUSIC TO ONLINE VIEWERS

Orchestra di Piazza Vittorio, Ludovico Einaudi, Gino Paoli and Vinicio Capossela all streamed live and free of charge on www.telecomitalia.com/lugliosuonaweb

Rome, 21 June 2011

Telecom Italia and Fondazione Musica per Roma present “*Luglio suona Web*”, four events from the Auditorium di Roma’s “Luglio suona bene” summer season which will be streamed live over the web free of charge. Top music from Orchestra di Piazza Vittorio, Ludovico Einaudi, Un Incontro in Jazz – with Gino Paoli, Flavio Boltro, Danilo Rea, Rosario Bonaccorso, and Roberto Gatto – and Vinicio Capossela will be streamed live on www.telecomitalia.com/lugliosuonaweb from the Auditorium Parco della Musica di Roma amphitheatre.

The Telecom Italia corporate website will also host interviews, backstage videos and a live blog – curated by Duccio Pasqua – on which people can comment on the events as they happen. It will also be possible to follow these concerts interactively via Telecom Italia’s Facebook page.

“Luglio suona Web” kicks off on 23 June with the Orchestra di Piazza Vittorio, followed on 29 June by the La Notte della Taranta Popular Orchestra, conducted by Maestro Ludovico Einaudi, who is accompanied by Savina Yannatou, Mercan Dede & Secret Tribe, and Ballaké Sissoko.

“Un Incontro in Jazz” with Gino Paoli, Flavio Boltro, Danilo Rea, Rosario Bonaccorso and Roberto Gatto takes to the stage on 24 July. On 31 July, Vinicio Capossela closes the season with a special project, accompanied by his “crew”, the Coro degli Apocrifi and the Ensemble Cretese.

After the success of PappanoinWeb this March – three Web events dedicated to music lovers which attracted 2.5 million direct accesses and 1 million on demand viewers – “Luglio suona Web” once again demonstrates Telecom Italia’s status as Italy’s leading digital inclusion company, as once more it uses live and on demand streaming to bring to the web high-profile cultural events in partnership with leading international musicians, artists and writers.

All of these concerts will be available for viewing at www.telecomitalia.com/lugliosuonaweb via on demand streaming until September 2011.

Online Calendar

Thursday 23 June, 9 p.m.

Orchestra di Piazza Vittorio

Wednesday 29 June, 9 p.m.

Ludovico Einaudi – La Notte della Taranta

With Savina Yannatou, Mercan Dede & Secret Tribe, and Ballaké Sissoko

Sunday 24 July, 9 p.m.

Un Incontro in Jazz

With Gino Paoli, Flavio Boltro, Danilo Rea, Rosario Bonaccorso and Roberto Gatto

Sunday 31 July, 9 p.m.

Vinicio Capossela – Progetto Speciale

With “La Ciuma”, Coro degli Apocrifi and the Ensemble Cretese.

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