



HOMAGE TO VERDI

CURATED BY GLORIA PORCELLA AND LAMBERTO PERTRECCA

BICENTENNIAL

SPONSORSHIP OPPORTUNITIES 2013



88.7 | 89.7 | 90.7
CLASSICAL
SOUTH FLORIDA



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EVENT DESCRIPTION

WHO :

Ca'd'Oro Gallery, The Italian Consulate in Miami and Classical South Florida

WHAT:

Ca'd'Oro Gallery relocation to the epicenter of luxury, the 4141 Building in the Design District, and In conjunction to *Giuseppe Verdi's Bicentennial*, the gallery will open with a group exhibition of more than 30 artists, which has traveled from Rome to Miami, accompanied by a live performance by the the Cameristi della Scala of Milan.

WHEN:

Friday, October 11, 2013 | 7pm-9pm

WHERE:

Ca' d'Oro Gallery
Design District 4141
Suite 105F – Ground Floor
4141 NE 2nd Avenue **Miami**, FL 33137



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ATTENDEE DEMOGRAPHICS

ART PATRONS, CREATIVE PROFESSIONALS,
ART ENTHUSIASTS, DECISION MAKERS,
PRESS, AND A RELEVANT CULTURALLY
RELEVANT PUBLIC AUDIENCE.

THE BASICS

Male	45%
Female	55%
Average Age	39
College Grad	70%
Post Grad	26%
Married/Partnered	66%
Own Their Own Home	86%

AFFLUENCE

Household Income	\$372,800
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WHY PARTNER WITH US?

PUTS YOUR COMPANY IN THE SPOTLIGHT

THE ARTS HELP YOU BUILD MARKET SHARE, ENHANCE YOUR BRAND AND REACH NEW CUSTOMERS. Celebrating the arts is a way to build a powerful presence and engage with multiple stakeholders quickly and effectively. Businesses agree that the arts increase name recognition (79 percent) and offer networking opportunities to develop new business (74 percent).

THE ARTS HELP YOU GET YOUR MESSAGE ACROSS IN ENGAGING WAYS. Altruistic efforts is a powerful differentiator for luxury brands because it makes consumers more connected to them.**

THE ARTS CREATE AN ENVIRONMENT THAT BLENDS BACKGROUNDS, ETHNICITIES AND CULTURES. What's more, committing to the arts lets people inside and outside your company know that you value (and promote) innovative thinking and a creative culture.

CONTRIBUTE TO THE ECONOMY & QUALITY OF LIFE. When you partner with local arts, you partner with the whole city. The arts are essential to the health and vitality of neighborhoods, cities, states and our nation. They enhance community development, create jobs, spur urban renewal, attract new businesses, draw tourism dollars, and create an environment that attracts skilled and educated workers.

***American Express Publishing's Luxury Summit 2012.*



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YOUR LOGO IN E-BLAST
MENTION IN PRESS RELEASE
LOGO ON OUR WEBSITE
LOGO ON STEP & REPEAT
ON-SITE EXPOSURE
PRIORITY PLACEMENT OF BANNERS AT
EVENT
DIGITAL EXPOSURE IN SOCIAL MEDIA
CHANNELS

VIP GOLD | \$1000

RESERVED VIP FRONT ROW
SEATING FOR 2 DURING CONCERT
PICTURES TAKEN WITH THE MAYOR OF
MIAMI, ARTISTS + MUSICIANS ON THE RED
CARPET
SPECIAL MENTION DURING THE
CEREMONY
EXHIBITION CATALOG SIGNED BY
ATTENDING ARTISTS
CAMERISTI DELLA SCALA CD
PRIVATE TOUR OF THE ART EXHIBITION
WITH THE CURATOR

VIP SILVER | \$500

RESERVED VIP SECOND ROW
SEATING FOR 1 DURING CONCERT
PICTURES TAKEN WITH THE ARTISTS +
MUSICIANS ON THE RED CARPET
SPECIAL MENTION DURING THE
CEREMONY

SPONSORSHIP OPPORTUNITIES

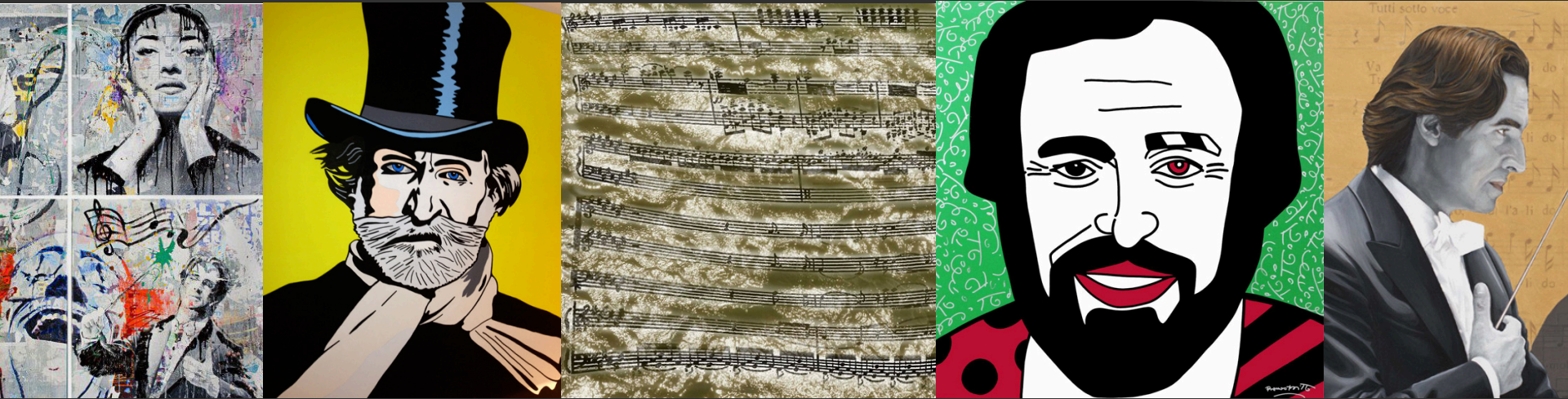
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GALLERIA
CA' D'ORO
Roma | Miami



CAMILLA ANCILOTTO, LUCA ARTIOLI, DANIELA PASTI AUGIAS, FRANCESCA BONANNI, ROMERO BRITTO, ERIKA CALESINI, MONICA CASALI, MERCEDES CISNEROS, JEAN PIERRE DURIEZ, PAOLO GIORGI, RINALDO GELENG, LEONARDO HIDALGO, IREM INCEDAYI, MOJMIR JEZEK, FRANCESCA LEONE, MASSIMO LUPOLI, FLAVIA MANTOVAN, VALENTINA DE MARTINI, AGOSTINO MURATORI, ENRICO DI NICOLANTONIO, SIGFRIDO OLIVA, MIRKO PAGLIACCI, LUDMILLA RADCHENKO, ALFREDO RAPETTI MOGOL, MARCELLO REBOANI, MARCO ROCCA, FABIANA ROSCIOLI, ALESSANDRO SANSONI, MASSIMO SANSAVINI, GLORIA SESANA, KAREN THOMAS, SASHA TORRISI, FABIO FERRONE VIOLA.



Homage to Verdi is a moving and engaging memorialization to one of the most important composers in Italian history, Giuseppe Verdi (October 10, 1813–1901). Curated by Gloria Porcella and Lamberto Petrecca, the exhibition highlights the works of 33 contemporary artists, spanning from paintings to sculptures.

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ABOUT CAMERISTI DELLA SCALA

Program

FANTASIES FROM VERDI'S OPERAS

Camillo Sivori (1815-1894)

Il Trovatore

for violin and orchestra

Antonio Bazzini (1818-1897)

La Traviata

for violin and orchestra

Luigi Mancinelli (1848-1921)

Don Carlo

for cello and orchestra

Aida

for cello and orchestra

Giovanni Avolio (1849-1923)

Otello

for violin, cello and orchestra

Falstaff

for violin, cello and orchestra

Francesco Manara, *violin*

Massimo Polidori, *cello*

text by Sandro Cappelletto

Cameristi della Scala



via Ozanam, 3 - 20129 Milano IT
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cameristidellascala.com

Verdi 2013 – Celebrazioni per il bicentenario verdiano



In the year of the celebrations for the 200 years passed from Giuseppe Verdi's birth, the Cameristi della Scala will offer an exclusive program, absolutely unique in the international music's world. It contains "Fantasie" from Verdi's operas, composed in the 19th century by Italian important composer, sometimes Verdi's friends and coworkers. These pieces, gifts and celebrations to the greatness of the composer from Busseto, were lying forgotten and without an editor in world libraries. We found them and we transcribed and revisited them. They are now played for the first time in our modern times. These "Fantasie" from Verdi's operas, represented a very important way to spread Verdi's music, in a time where there was no possibility of reproducing music except from a live concert. These are re-elaborated versions, that we could easily call covers, which is a sign of how incredibly popular the original themes to which they refer were. It will be possible to hear and experience the most famous melodies from Verdi with the virtuosity of the orchestra and its soloists. Through the execution of these musics, there will be the reading of a few texts written by the journalist and musicologist Sandro Cappelletto, who is referring to some letters that Verdi wrote during his life, in order to tell in an autobiographic form some episodes of the life of our greatest composers. This project obtained the sponsorship from the Istituto Nazionale per gli Studi Verdiani, the most valuable one in the matter of studies about Verdi.

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ABOUT CA' D'ORO GALLERY

Since 1970, Galleria Ca' d'Oro (House of Gold) has become known as one of the leading contemporary art galleries in Italy. During Art Week Miami 2010, Galleria Ca' d'Oro made its mark in Miami with the most talked about public art installation, the Regeneration Art Project, with the famous pink snails and in 2012 with the public art installation, FOREVERglades at the MDC Museum of Art + Design. Today the gallery continues to bring its experience and expertise to the US promoting Italian and European contemporary art with passion and enthusiasm.

Galleria Ca' d'Oro offers not only some of the most important works by artists of the 20th, and 21st centuries, but also offers personalized art advisory, the implementation of public art installations and museum quality exhibitions.

www.ca-doro.com



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CONTACT

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