

LA NOTTE ROSA

Friday, 2 July 2010

The Sweet Life on the Riviera

- The summer's New Year's Eve returns for the fifth year running. From dusk till dawn, the entire coast of the Riviera of Rimini celebrates with the first events.
- For the first time, La Notte Rosa is being held on Friday, 2 July.
- For the first time, the edition is closely linked to a particular theme: the film the Dolce Vita (celebrating its 50th anniversary), brought up-to-date to the modern philosophy of the "sweet life".
- The poster for La Notte Rosa 2010 is a modern tribute to Federico Fellini and his masterpiece.
- For the first time, there's a partnership with a *main sponsor*, Martini Rosato.
- As Councillor Fabio Galli explains: "The numerous "first times" of the 2010 edition of La Notte Rosa are a thrilling challenge we have set ourselves that focuses on creativity as the driving force for innovation".

La Notte Rosa 2010 will be dedicated to the Dolce Vita. A tribute to a part of our collective history, but above all an overview of the current situation in the name of the sweet life.

Now celebrating its fifth edition, La Notte Rosa has grown and evolved. For the first time, it will be held on Friday and for the first time, has chosen a theme and a tribute and is dedicated to achieving two main objectives:

- Celebrating 50 years since the first screening of Federico Fellini's famous film, a masterpiece that marked an era, dictating a trend and lifestyle in Italy and all over the world.

- Celebrating the current state of the “sweet life”: not an “operation in nostalgia”, but a modern reappraisal of a collective legend, in line with the original aims of La Notte Rosa.

The two key approaches taken by the project promoted by the Tourism Marketing Agency of the Riviera of Rimini are epitomized perfectly in the image used for the poster: **a shot by Pierluigi Praturlon** of the most famous scene of La Dolce Vita, re-elaborated by photographer **Chico De Luigi** for a modern interpretation that recalls the colour and freshness of the event, whilst celebrating this everlasting legend.

The Dolce Vita will thus become La Vita Dolce in Riviera or The Sweet Life on the Riviera, with everything La Notte Rosa has embodied since it first began. A sweet night of relationships, opportunities to meet, emotions and good, clean fun for everyone. “The joy of meeting, without arranging to meet” as Dacia Maraini puts it. It is this very feeling that has always been the hallmark of La Notte Rosa on the Riviera.

As well as appearing in the image for 2010, these themes and the tribute to Fellini, already present thanks to Giuliano Geleng on the 2009 poster, have been transferred to the content of this edition too, with artists performing in line with the philosophy mentioned above and events that recall and revisit the Dolce Vita.

This is not only the exclusive domain of concerts, but an “added value” of photographic exhibitions, theatre performances, readings and contemporary art. The aim is to optimize all the actors on the territory, creating as many synergies as possible - from the music and literature festival “Assalti al Cuore” to EXPO 2015, from the Fellini Foundation to Radio DeeJay - in order to exalt the many identities of an area that is creative, dynamic and capable of reinventing itself and reasserting the public/private partnership that has significantly contributed to the success of the event since it was first conceived.

Here’s just a preview:

- Thanks to a project promoted by **Riccione Teatro**, **Riccione** will host a **photographic exhibition entitled “Gli anni della dolce vita” - “The Years of the Sweet Life”** that has just closed at the National Cinema Museum in Turin. The exhibition recreates the atmosphere of the Dolce Vita, offering us a precious insight into a memorable film and era. It includes photos taken by **Marcello Geppetti**, one of the many paparazzi of the period to

animate nights around Via Veneto in Rome during the years celebrated and who took their name from the film. On **Friday, 2 July** Piazzale Roma will host the dance show **Evolution Dance Theatre** by Antony Heint, whilst on **Saturday, 3 July Radio DeeJay** presents “Celebrating the Dolce Vita in Riccione”, under the artistic direction of Linus.

- **Rimini thermal spa beach** is the place to wait for sunrise, accompanied by the notes of **Nicola Piovani**. The “Concert for Quintet” will include pieces written for the cinema, theatre and concerts - De Andrè Suite, Life is Beautiful, Moretti Suite, The Voice of the Moon - specially revisited and rearranged by Nicola Piovani so they can be performed by small groups of soloists including, in particular, the piano, played by the composer himself.
- **Rimini** offers an international-standard foray into **contemporary art** thanks to an exhibition and installations by the **Cracking Art Group**.
- In **Misano Adriatico** the evening begins with a concert by **Samuele Bersani** who, over the years, has ideally continued the work of the great Italian singer-songwriters, proving to be one of the extremely rare cases of originality on the national music scene.
- As part of the festival entitled “**Assalti al Cuore**” and in collaboration with “Percuotere la Mente”, **Rimini** hosts an original event well worth seeing: Manuel Agnelli and **Afterhours**, the most important and best-known Italian rock band, will mix their music and on the hundredth anniversary of his birth, a reading of **Ennio Flaiano** who wrote the **screenplay of La Dolce Vita** with Fellini.
- **Piazzale Fellini** in **Rimini** hosts a great international music event that will be revealed in the next couple of weeks. Other surprises in Rimini include the entire seafront becoming a pedestrian zone, providing a “stage” for diffused entertainment.
- **Bellaria Igea Marina** confirms its **Notte Rosa for children** with a programme dedicated to its youngest guests.
- **Cattolica** will become a photo gallery and, to all intents and purposes, a “lounge” recreating the atmosphere of the early 60s, with photos of the most famous divas taken during their visits to the resort. The glamorous atmosphere of those years will be brought up-to-date with concerts and small bands to accompany aperitifs, celebrating the metropolitan ritual that, following the latest trends, is once again turning its attention to the style of the 60s.

“The fifth edition of La Notte Rosa has a number of important new features”, states **Fabio Galli**. “First of all the decision to begin on **Friday** that on the one hand will allow us to measure the growth of the event and its ability to attract visitors and on the other, will offer new opportunities to our operators to organise special tourist packages. The presence of a leading private sponsor like **Martini**, especially at a time when many companies are experiencing economic difficulties, is an important factor for the success of La Notte Rosa and its potential. It is also a brand that is particularly in line with the *underlying theme* of the sweet life and the collective ritual being celebrated on the Riviera. We should also not forget that, thanks to this prestigious partner, we are able to maintain extremely high quality standards. Finally, **the choice of the theme**.

La Notte Rosa remains a popular celebration, where all those taking part will feel at home and where everyone will find a tailor-made solution, best suited to their particular tastes and needs. However, linking the event to a theme means we can add contents and organise an even better and more structured programme.”

The complete programme and the names of the Italian and international guests taking part in the 2010 edition will be revealed over the next few weeks.