

200th  
GIUSEPPE VERDI  
ANNIVERSARY



AIDA  
ARCHITECTURALSHOW

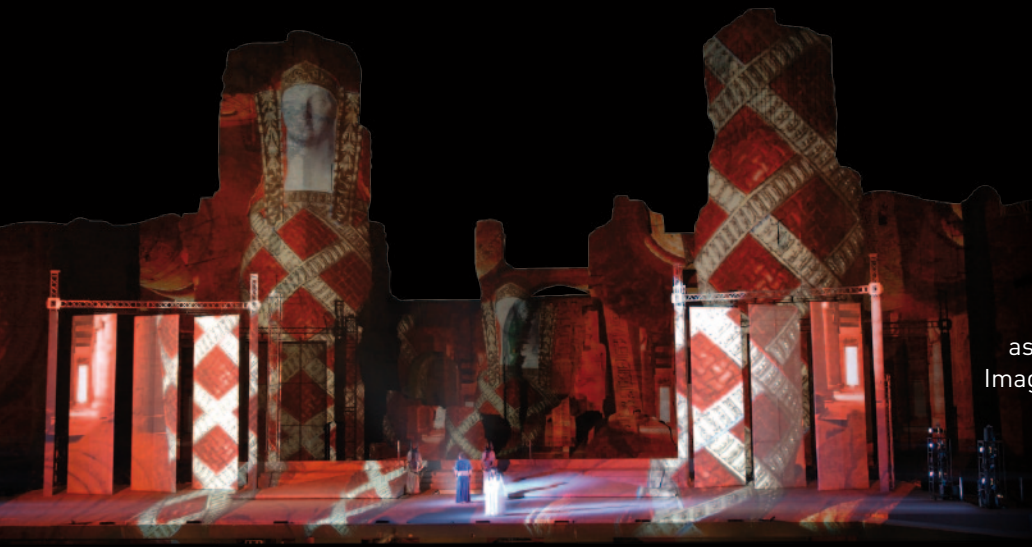
a Visual Show  
by Paolo Micciché



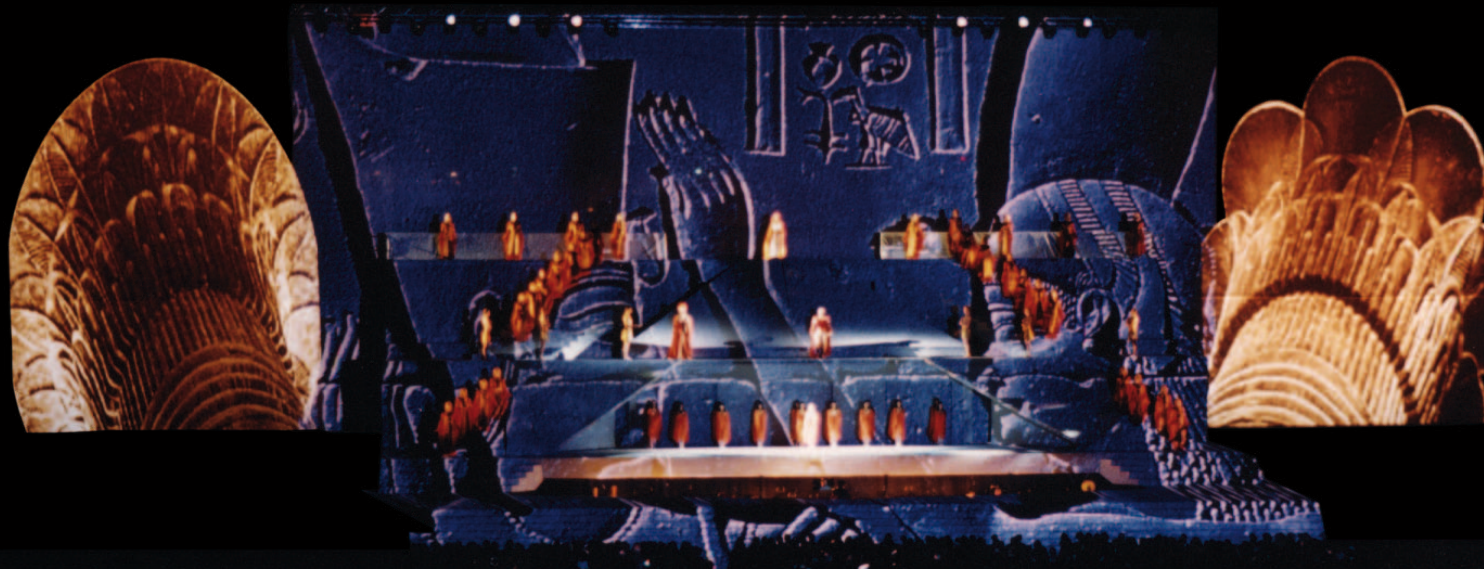


# A NEW SKIN FOR OPERA

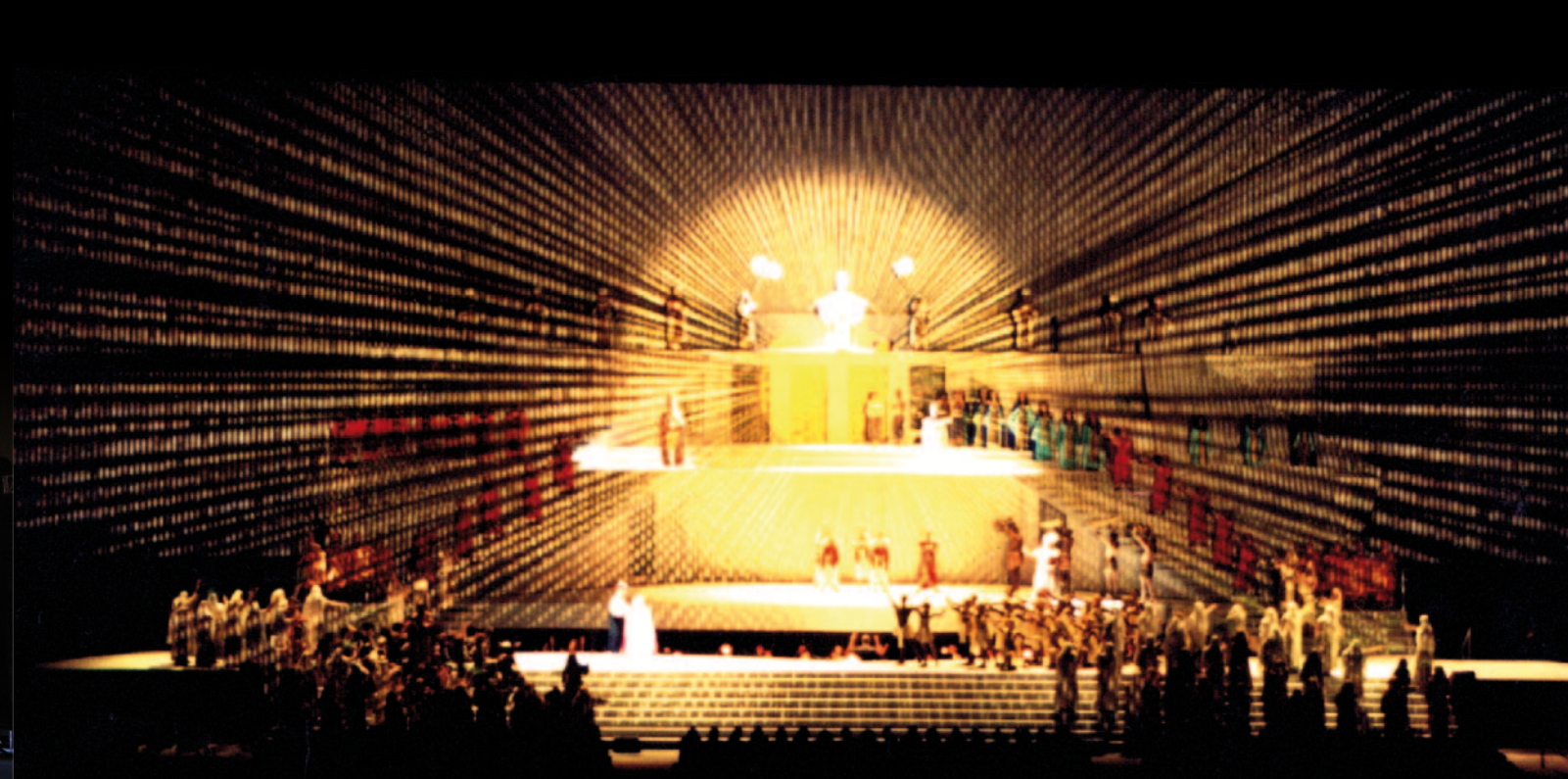
The 200th Anniversary of Giuseppe Verdi's birth will be celebrated in 2013 with a stunning new production of his opera AIDA by Italian Visual Director Paolo Micciché.



A revolutionary way of producing Opera through an Architectural Live Show that "paints" the buildings of your city, allowing you to celebrate Verdi in your own environment and which features you and your city as an integral part of the Production. This technique was used for the first time in 2005 in the unique setting of the 'Terme di Caracalla' in Rome as a 'Teatro dell'Opera di Roma' production. Images of artwork were used in the same way in 2010 to "dress" the ancient buildings of Piazza del Popolo for the Visual Show called "RoMagnificat" which celebrated the birthday of the Italian capital.



YOUR **OWN AIDA** ON YOUR **OWN CITY** WALLS



## OPERA FOR THE PEOPLE

OUTDOOR, VISUAL, EMOTIONAL





# NEW TECHNOLOGIES FOR A NEW OPERA EXPERIENCE

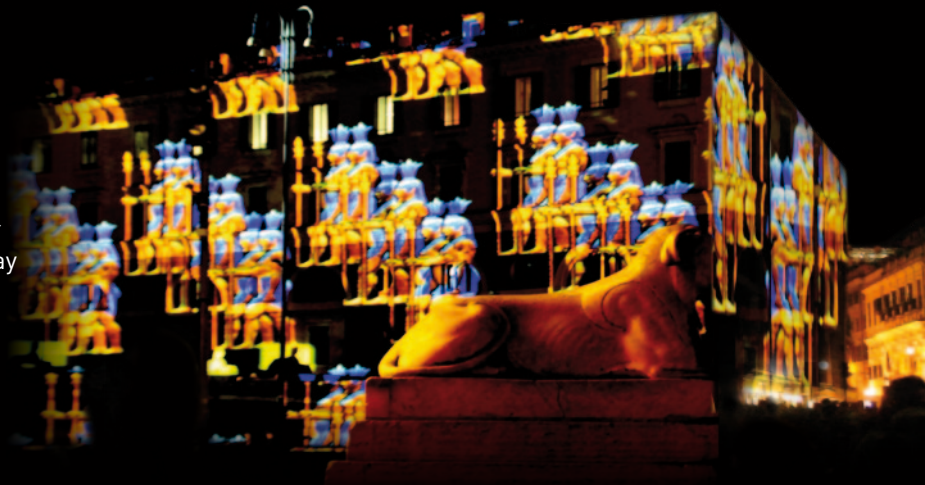


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*Rome, Piazza del Popolo*



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