

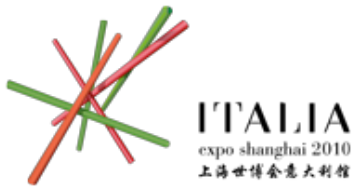
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**The Filarmonica della Scala di Milano:
An Ambassador of Italian Culture at the 2010 Shanghai
Expo,
A Bridge Leading to 2015 Milan Expo**

September 15, 2010 Shanghai — The Italian Pavilion at the Expo has been using its abundant arts and cultural activities to attract many tourists. Today, the arrival of the world-famous chamber orchestra, the Filarmonica della Scala di Milano, heralds the delivery of yet another musical delight. Mr. Beniamino Quintieri, Commissioner General of Italy for the Shanghai Expo 2010; Ms. Diana Bracco, Chairman of the Expo Milano 2015; and Mr. Giuseppe Sala, CEO of the Expo Milano attended the press conference today. Yuja Wang, the Chinese pianist, was also present, kindly sharing her understanding of and love for music with participants. Today's media event has created great buzz for the upcoming concert at the Expo Center on Sep. 17, by when a new spirit of collaboration born between Italian and Chinese musicians.

Founded in 1982, the Filarmonica della Scala is an independent organisation developing a symphonic repertoire in order to add a further dimension to La Scala's great operatic tradition. From the start, the Orchestra has been able to establish close relations with some of the most important conductors on the international scene. In addition to the concerts it gives at La Scala itself, the Filarmonica has taken part in many tours – indeed, it has now given more than 800 concerts away from the Opera House. This performance at the Expo is also the first stop on their 2010 concert tour in Asia. The Filarmonica della Scala di Milano will act as an ambassador of traditional Italian culture, connecting Shanghai with Milan and establishing a bridge artistically connecting the 2010 Shanghai Expo with the 2015 Milan Expo.

This spectacular, high-profile performance will take place on September 17 in the Red Room at the Expo Center. World-famous conductor, Semyon Bychkov, who has a profound understanding of Italian opera, will be directing the concert. At the concert, listeners will be able to enjoy a series of some of the most well-known pieces written by world-famous Italian composers, such as Rossini's Guillaume Tell, Giacomo Puccini's Manon Lescaut, Mascagni's The Knight in the Countryside, Verdi's Nabucco and La forza del destino. Yuja Wang, the young Chinese pianist renowned as the "Piano Princess," will also deliver wonderful piano melodies in unison with the Filarmonica, playing Sergei Rachmaninoff's Third Piano Concerto. The concert will also provide an excellent opportunity for young musicians, with students from the Shanghai Conservatory of Music joining the Filarmonica della



Scala Orchestra for the second half of the concert. In this way, the concert not only allows the Chinese students to learn from Italian masters, but also enables these young musicians to inspire and enrich the evening's performance.

“As one of the most important cities in Italy, Milano has a deep cultural atmosphere with a long history. We are very pleased to present the beauty in the music of Milano to visitors using the platform of the Expo.” Mr. Beniamino Quintieri, Commissioner General of Italy for the Shanghai Expo 2010 said, “It’s our great honor to invite the world-renowned Filarmonica to come to visit. The performance will add to the already rich activities of the Italian Pavilion.” At the same time, Mr. Quintieri also expressed his gratitude to Bracco, Ferrarelle and Pirelli, the three sponsor companies of this grand event.

Ms. Diana Bracco, --- Chairman of the Expo Milano 2015, spoke highly of the efforts the Filarmonica della Scala have made to protect tradition and to persist in playing with such high standards of music. She hoped that the performance of the Filarmonica would make an impression, in particular, on the tourists who had come from all over the world. At the same time, Ms. Diana Bracco hoped that Italy could use the opportunity of the Milano Expo 2015 to build a superb platform for the interaction and fusion of different cultures.

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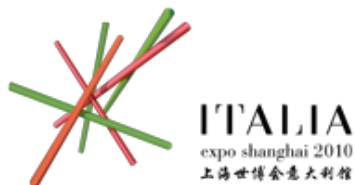
Italy's Culture Event Programme at Expo Shanghai 2010

It has been four and a half months since the grand opening of the Shanghai Expo, and the Italian Pavilion has greeted more than 5 million visitors with a daily flow of over 40,000 people. More than 60 cultural events have been presented, attracting over 30,000 spectators. The concerts held by Ennio Morricone, Uto Ughi, The Royal Theatre of Turin, Giovanni Allevi and The Filarmonica della Scala di Milano, in particular, were highly favored.

Speech of Beniamino Quintieri on the Filarmonica della Scala di Milano's participation in the Shanghai Expo 2010

Prof. Beniamino Quintieri, Commissioner General of Italy for Shanghai Expo 2010

Italy's participation at the Shanghai Expo aims at promoting the country's image by presenting its cultural heritage, competence and capacity, while also concentrating on the best and most successful parts of Italian urban life and the Italian way of living. So we have created a great opportunity for the promotion of musical culture. In fact, classical Italian music has already won great popularity among Chinese people; all students majoring in music in China have studied Italian music for at least one year. In order to bring our two countries much closer and to enhance the mutual spread of our traditions and musical culture, we have prepared a program for the Expo with great variety, not only communicating our latest technological



developments, but also conveying our well-renowned essence. The performance delivered by the Filarmonica della Scala di Milano is the best offering in this event program, and it's also an undoubtedly precious face-to-face opportunity for Chinese people who have longed to see this highly-appreciated orchestra on an international stage. We hope that Italian music can win over the Shanghai audience because it has long been a source of our prestige for centuries, throughout the whole world.

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