



ITALIA
expo shanghai 2010
上海世博会意大利馆

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Music Sets a New Rhythm for Visitors to the Italian Pavilion

Italian Songstress Fumanti Will Wow Adoring Chinese Fans at the Expo

(Shanghai, July 9, 2010) Setting the soundtrack to the Italian Pavilion for the duration of the Expo will be the Puccini classic “O soave fanciulla” from La Boheme, recorded with a modern twist by renowned Italian singers Gino Paoli and Giorgia Fumanti. Selected for the special place it holds in the heart of every Italian, Paoli’s and Fumanti’s contemporary spin bring this song’s heritage alive. Blending the romance of classical Italian opera with fresh, modern rhythms, this song perfectly captures the spirit of Italian living.

“Music is so deeply engrained in Italian culture; it is a source of pride and plays an integral role in our everyday life,” expressed Beniamino Quintieri, Commissioner General of Italy for the 2010 Shanghai Expo. “We can think of no better way for our visitors to truly feel Italian. Moreover, we hope this modern interpretation will allow the song to reach everyone.”

Continuity between past and present underpins the connection between exhibits within the Italian Pavilion. From entering through a replica of 16th Century Teatro Olimpico and meeting masterpieces of contemporary art, to the juxtaposition of the ancient Dome of Florence and the latest Prada; the interplay between tradition and innovation defines the Italian way of life.

Already well-known in China for her rendition of “We are the World” during the closing ceremony of the 2008 Beijing Olympics, Giorgia Fumanti will make a celebrated return at the end of the month. Performing on July 24, in the Expo’s Europa Square, she will delight fans with her pop spin on classical songs.

In true Italian style, “O soave fanciulla” is a song of passion; a duet sung of newfound love.

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Background information:

Giorgia Fumanti was born in a small Tuscan town, where, at 17, she discovered her musical talent while singing in the church choir. Giorgia’s first album, Like a Dream, was released in 2004 and her 2007 record From My Heart, produced by Craig Leon, climbed into the Top 20 in the classical/crossover category of the Billboard charts, garnering sales of more than 2 million. She has performed at prestigious occasions across the world, even U.S. President Barack Obama, former Vice-President U.S. and Nobel laureate Al Gore and New York Mayor Michael Bloomberg. In China, Giorgia has performed with the pianist Lang Lang, sung at the closing ceremony of the Special Olympics in Shanghai and performed at the closing ceremony of the Beijing Olympics.

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Gino Paoli was born in Monfalcone (province of Gorizia) in 1934. While still a child, he moved to Genoa, where after working as a porter, advertising graphic designer and painter he made his debut as a dance hall singer. He then went on to form a musical group together with his friends Luigi Tenco and Bruno Lauzi. His breakthrough came with “el gatto” in 1960 and he has been recording masterpieces ever since. Undisputedly a crucial part of the history of Italian music, the Italian singer-songwriter’s 51-year career has seen his work translated into numerous languages and celebrated all over the world. He has performed over 70 concerts in Italian theatres and, in 2004, received a Lifetime Achievement Award in San Remo. Just last year he celebrated the 50th anniversary of his career by recording with French-Italian singer, Carla Bruni.

La Bohème is a four scene opera by Giacomo Puccini based on the novel by Henri Murger *Scènes de la vie de Bohème*. The opera premiered at a theatre in Turin in 1896, conducted by the 29-year-old Arturo Toscanini. Since then *La bohème* has become part of the standard Italian opera repertory and is one of the most frequently performed operas internationally. Based on the two characters of Rodolfo and Mimi, the opera is a story of love, longing and loss.

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