



PIANO
CITY
MILANO



PIANO CITY
MILANO

PIANOCITYMILANO.IT



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CLOSING REPORT

2017 EDITION

SIX YEARS OF PIANO CITY MILANO



#PIANOMI2017

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CLOSING REPORT

01 OVERVIEW

SYNERGETIC NETWORK

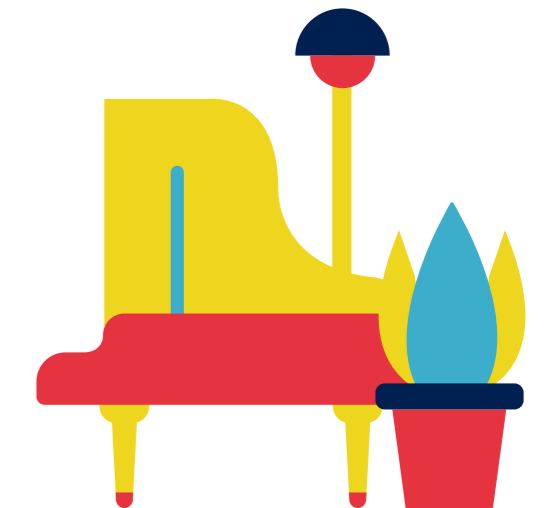
Piano City Milano is **a wide synergic network** enlivened by the love of music and by the desire to **imagine a different Milan**. This network includes the entire social fabric of the city: the public, artists, businesses, institutions, local associations and music schools.

GRATUITOUSNESS

It is a **free festival** born from the intention to **emphasize talents and the beautiful side of Milan**. Within a single weekend the festival offers more than 450 concerts free of charge, of any musical genre held in venues that usually do not host musical events.

ARTISTS AND PEOPLE

The artists are the musical engine: established musicians such as **Einaudi, Tristano, Nyman, Picco, Canino, Intra, Bollani, Bahrami, Cascioli, Pushkin, Arciuli, Rebaudengo** as much as hundreds of unknown talents that apply to play in a house concerts or in one of the venues of the festival.



PIANO CITY MILANO

THE SIXTH EDITION

THE SIXTH EDITION

You are the real star

Milan has the impetuous rhythm of the **European metropolis**, a city with many hearts and many hands, a crucial springboard for change, **cultural capital** that never forgets to be inclusive and open to integration. The challenge for Piano City Milano 2017 is to represent truthfully the hosting city, keeping up with its tempo, and to **reinvent itself with new ideas and new offers**.

Just like the city that hosts it, **Piano City Milano aims to be an inclusive festival, engaging and participative opportunity to meet and share**. The sixth edition stands out thanks to the originality of the projects and musical contents offered. PCM has only one tradition: novelty; for the first time our pianists played music across the province and the region, outside the borders of the city but always within the spirit of the festival.

The name says it all:

Piano because the festival is a homage to the instrument and its music, **City** because it exudes the same energy, thrilling atmosphere, and **Milano** because the city's unique human dimension – neighbourhoods, houses, courtyards and the many beloved and unusual venues – makes for the ideal stage for sharing and participating.

Piano City Milano is a small indie festival that seeks to become a city, but **you are the real stars, your spark is what makes the impossible happen and the incredible real**.



OUR VALUES

CULTURE

SUSTAINABILITY

IMAGINATION

BEAUTY

PARTICIPATION

DISCOVERY

SHARING

PASSION

PROMOTION



WHAT

A city wide festival, a grand participatory event that over a single weekend offered Milan over 450 piano concerts guiding the audience at the discovery of Milan.

WHERE

Across the whole city: private homes, courtyards, parks, piazzas, hidden gems and iconic landmarks of the city.

WHO

Over 10.000 people between artists and spectators experienced and imagined a different city.

WHY

To remind Milan and the audience of their capacity to further culture and to share its beauty.

NUMBERS 2017

458 CONCERTS

Spread across the city

380 APPLYING

Pianists

OLTRE 150

Locations

188 PIANOS

In the whole city

OVER 100.000

Spectators

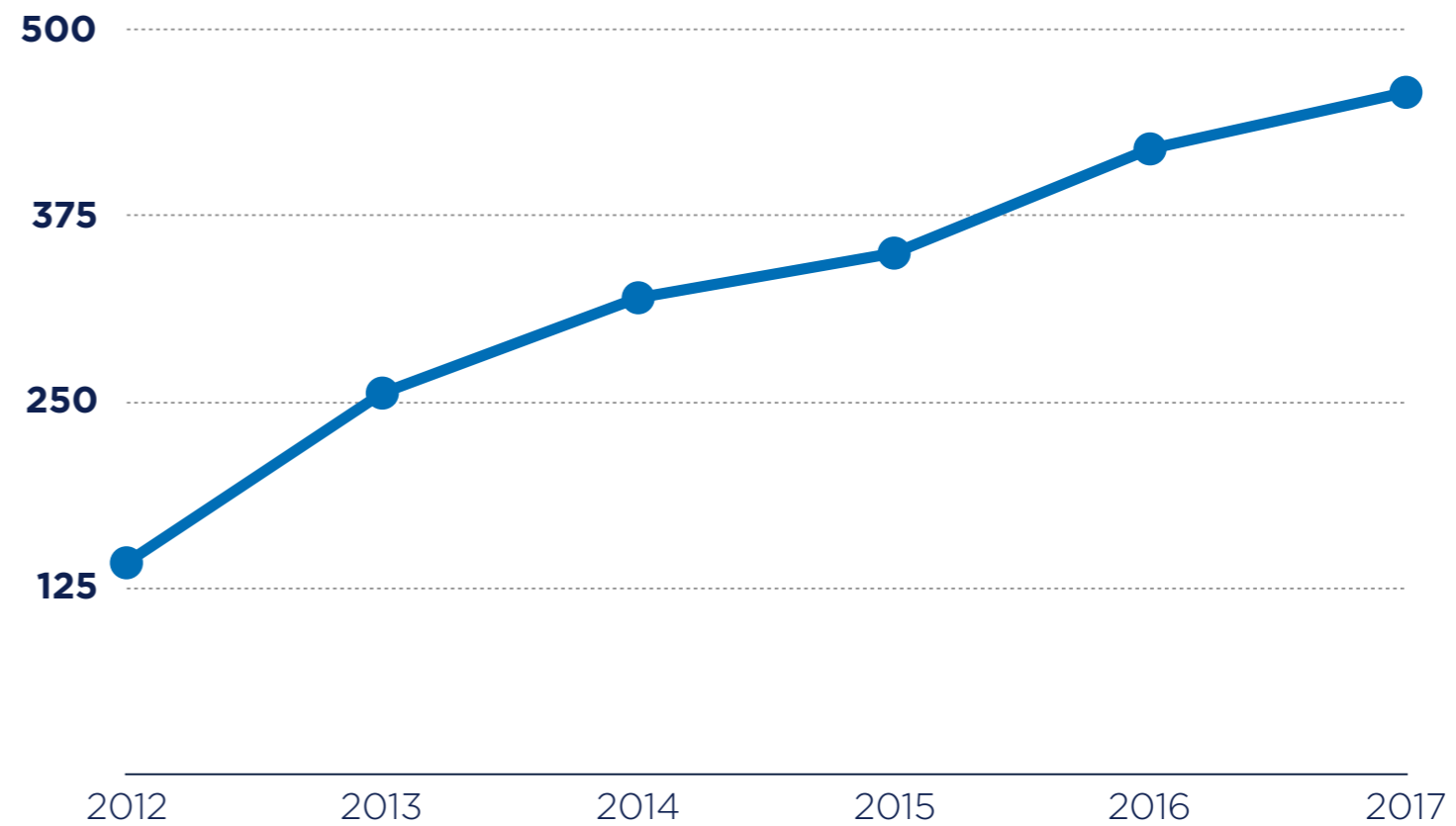
49 HOUSE

Concert

11 CONCERTS

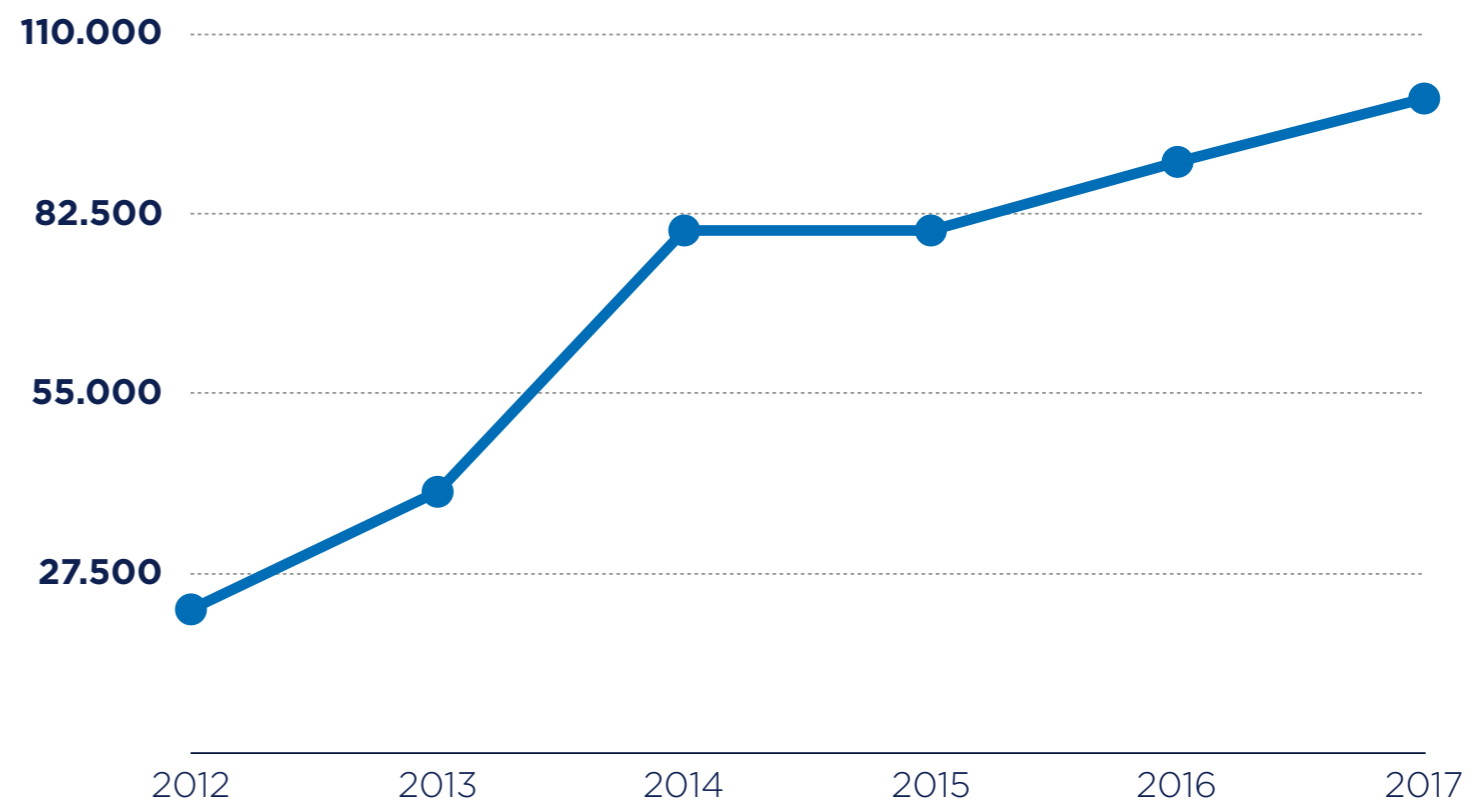
In courtyards

CONCERTS



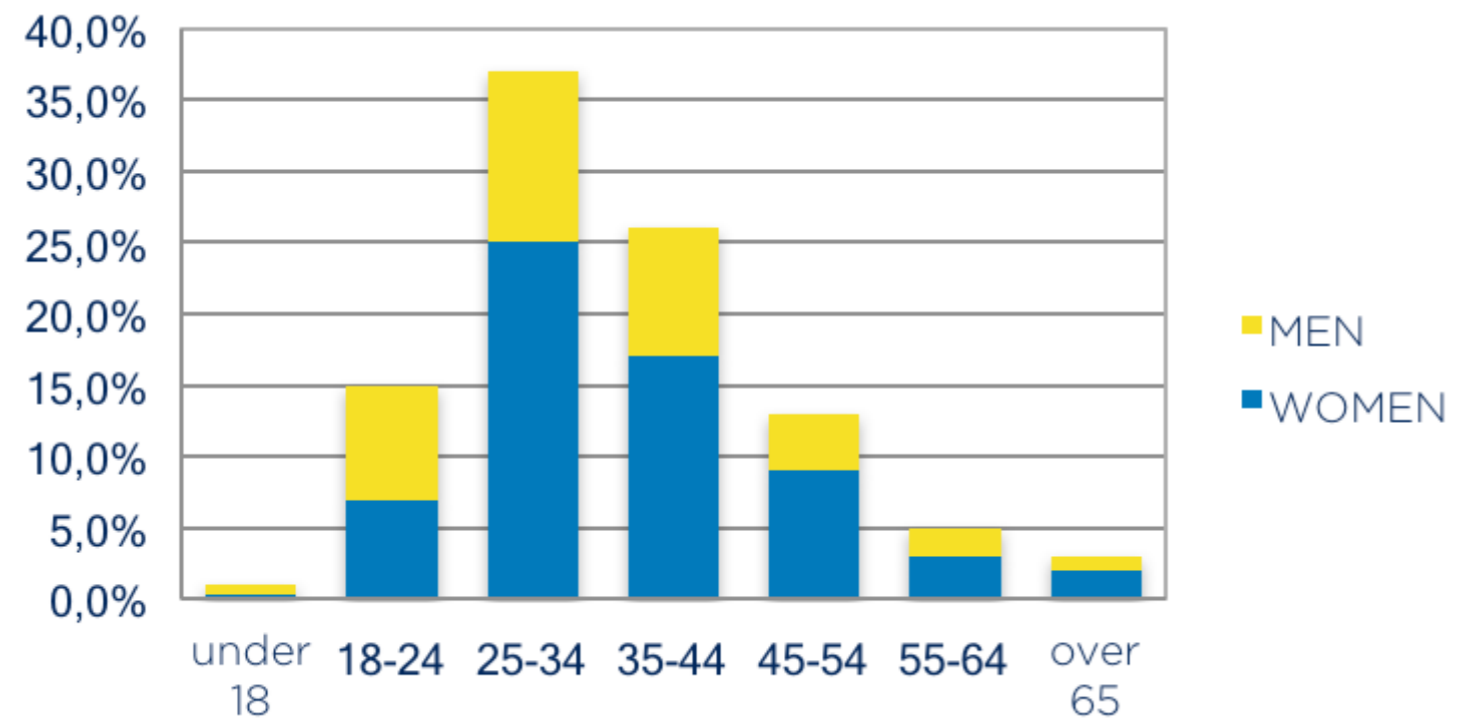


SPECTATORS



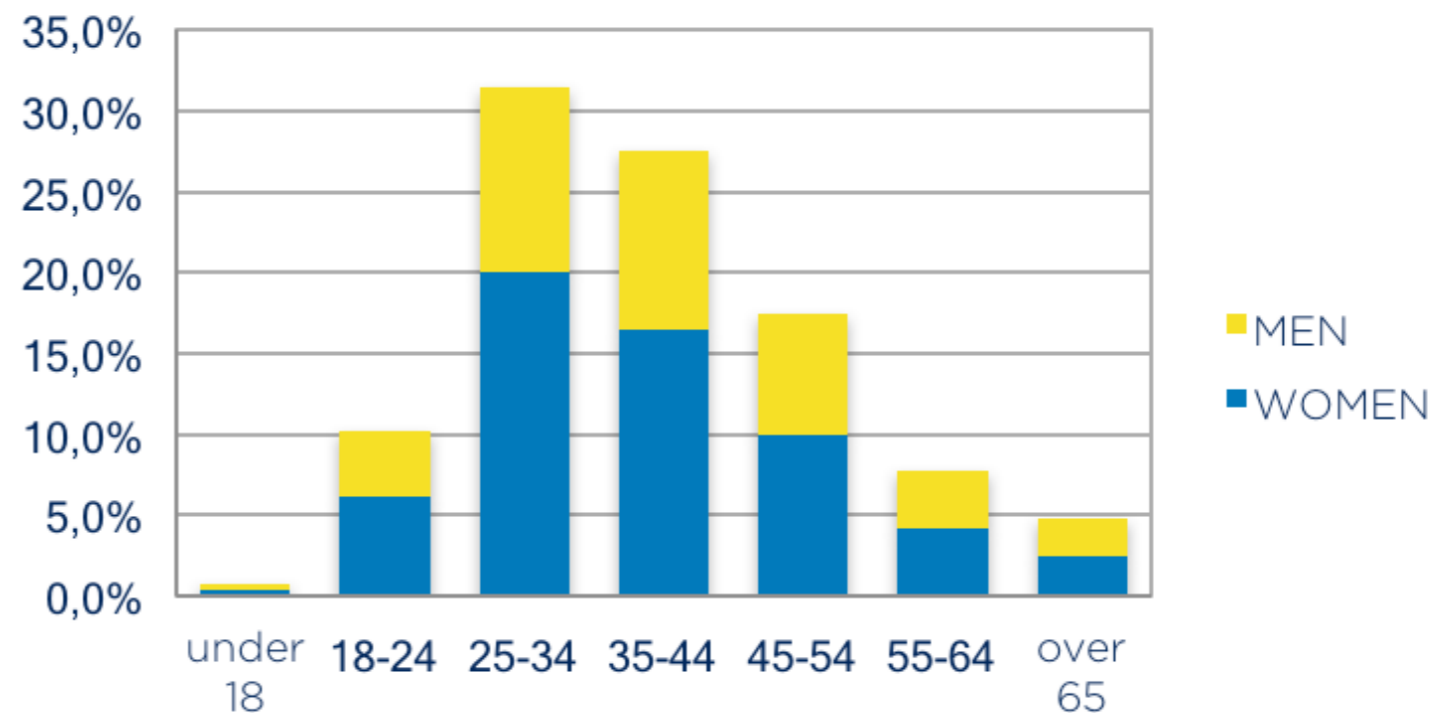
OUR AUDIENCE

Spectators attending the festival (2017 edition, sample)



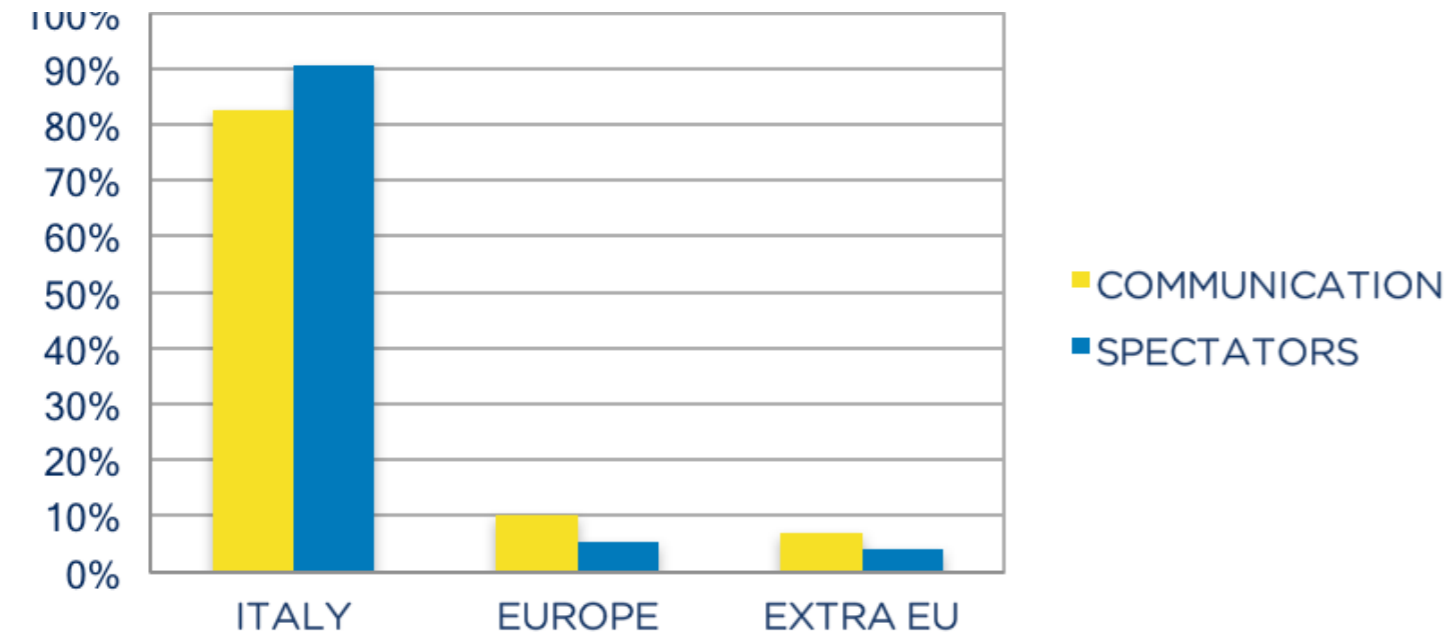
OUR AUDIENCE

Targeted audience (2017 edition, sample)



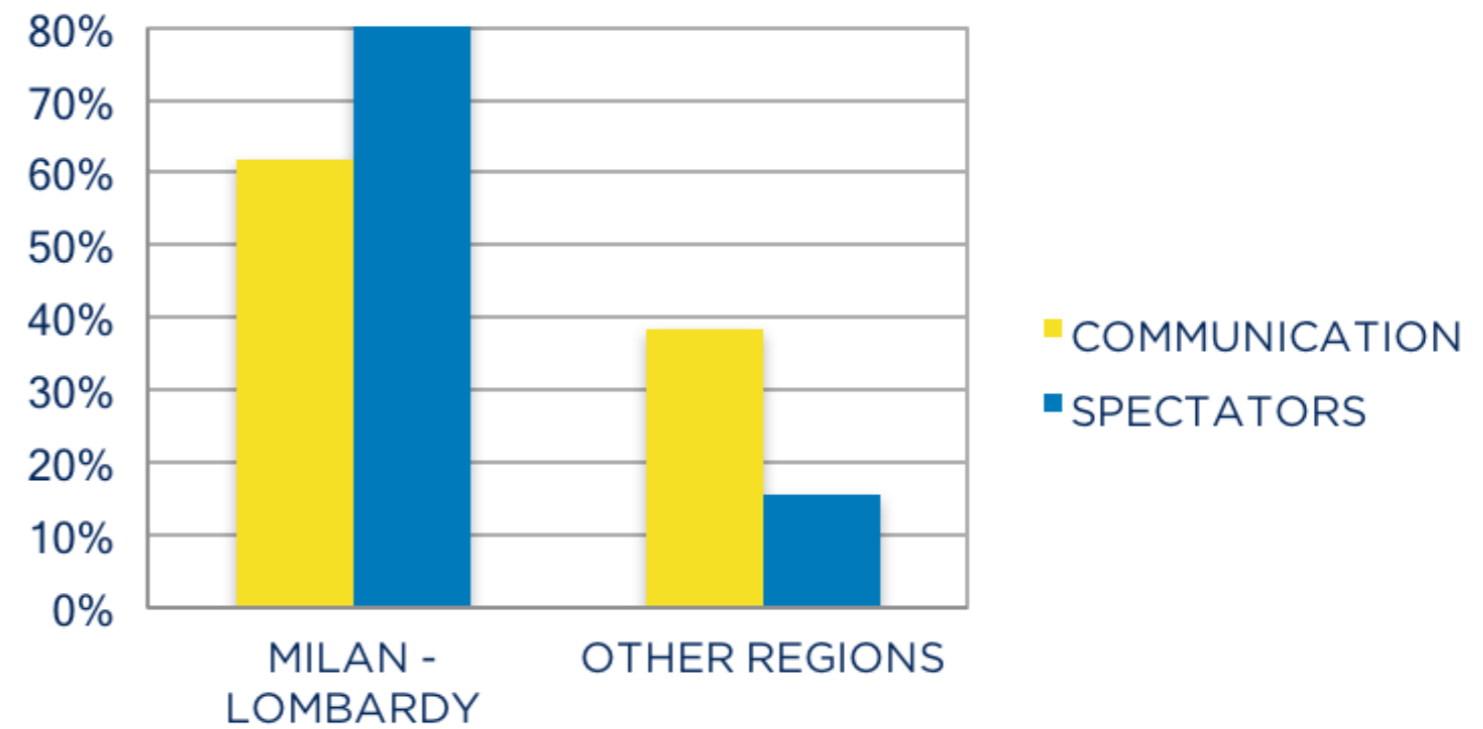
OUR AUDIENCE

Spectators by origin



OUR AUDIENCE

Spectators by origin - Italy



CLOSING REPORT

02 PROGRAMME

THE STRUCTURE OF THE FESTIVAL

Private spaces



HOUSE

Concerts held in the private homes spread across the city. A fascinating format whereas an intimate space is transformed into an opportunity to meet people and enjoy music.



CORTILI

Concealed behind the facades of building and usually known only to residents the private courtyards are often hidden gems.



CITY

Trams, parks, train stations and other typical spaces of everyday life are transformed into concert halls hosting numerous musical genres: from classical music to jazz, from contemporary compositions to pop music.



GUEST

These are projects produced and offered by music schools, high schools, associations and other civil society members who share our passion for the piano and music. Piano City Milano is happy to include them in the programme.



KIDS

Workshops, classes and activities for children.

CHILLY GONZALES

SOLO PIANO II PRESENTED
IN PIANOVISION

OPENING

Chilly Gonzales - Piano Solo II presented in Pianovision

He would be a genius entertainer if he did not play the piano so damn well. This is what The Guardian wrote of Jason Beck, aka Chilly Gonzales, Canadian musician and virtuoso who has lived in many music capitals of the world.

Pianist, composer, songwriter but also producer, rapper and brilliant essayist Chilly Gonzales has dedicated a book and an electrifying album to his retired colleagues, and to those who, for whatever reason, have decided to give up on music. **If you have a problem with the piano, you'd better call Gonzo.**





Between pyrotechnic concerts, surprising albums, books, films, and exhilarating piano lessons Chilly Gonzales has found the time to break the Guinness World Record for the longest solo concert and to be awarded a Grammy Award with the Daft Punk. He turns up on the stage wearing a monogrammed silk night-gown and custom made slippers.

He inhabits the piano, the audience is invited into his home.

There could have been no better way to inaugurate the sixth edition of Piano City Milano.





OPENING



EDITIONS 2012 - 2013 - 2014



EDITIONS 2015 - 2016



PIANO CENTER

THE HEART OF THE FESTIVAL

PIANO CITY MILANO
19, 20, 21 MAGGIO 2017

PIANO CENTER

The beating heart of the festival

Once again the **museum centre GAM/PAC** was confirmed as the site of the Piano Center alongside the **exceptional opening of the park** to offer a musical weekend.

The park, thanks to two pianos, became Piano City Milano concert hall with **35 concerts in two days**. On top of the pianists' performances the Villa hosted AIARP's workshops and two wonderful concerts produced in collaboration with Fondazione Gioventù Musicale Italiana.

Saturday and Sunday evening internationally renown artists played on the main stage: **Dong-Chang Lim** from Korea, **Ramin Bahrami** from Iran, the German pianist-composer **Lumobyr Melnik**, **Paolo Alderighi** and **Stephanie Trick**'s stride piano, the Cuban pianists **Ivàn Melòn Lewis** and **Harold Lòpez Nussa**, **Bill Laurance**'s electronic music and the Spaniard **Chano Dominguez**.

HOUSE AND COURTYARD

PRIVATE SPACES

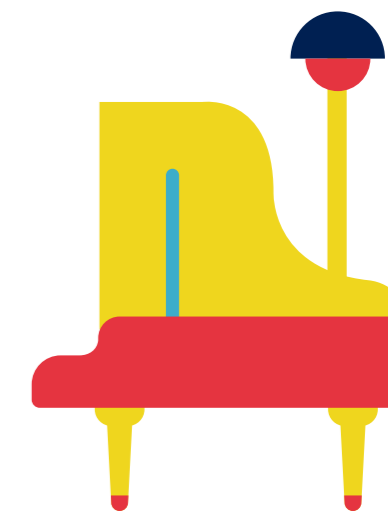
COURTYARD AND HOUSE CONCERTS

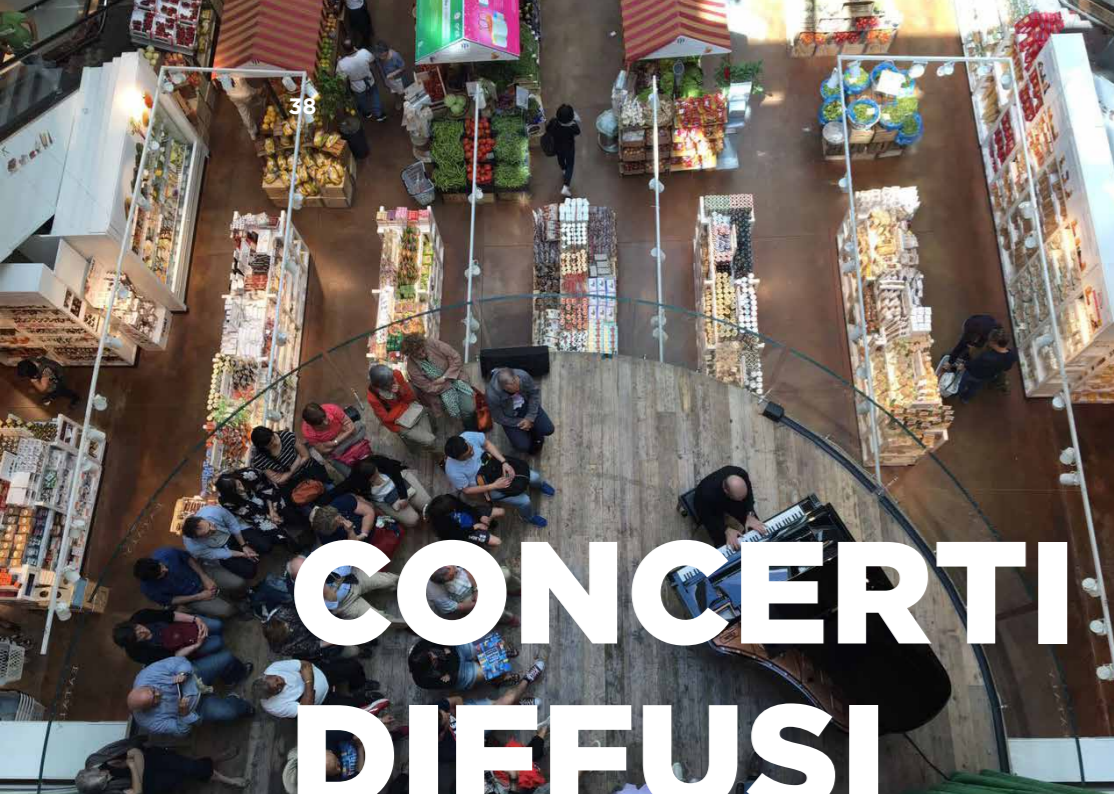
Secret homes and courtyards

Artists, either famous or not, offer their homes, residents lend their venues and **Piano City Milano flips over the vantage point.**

Concerts are not held in conventional venues but rather inside **secret homes and courtyards in the city.**

After all only few more than **3.000 people** can attend to these events. However the unique experience that these offer generates the **word of mouth marketing** that has made Piano City Milano so popular.

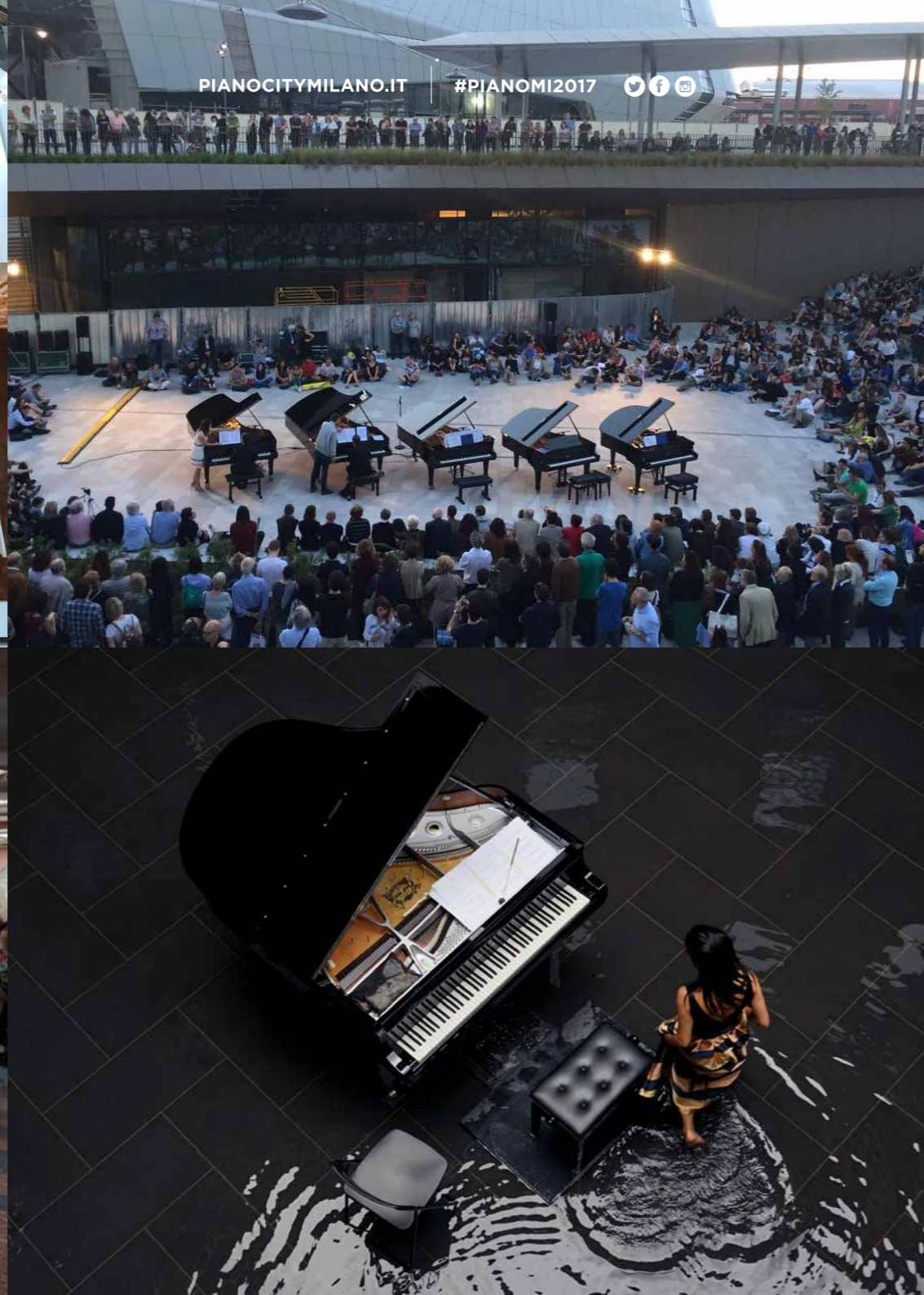




CONCERTI DIFFUSI



THE DISCOVERY OF THE CITY



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MUSIC THROUGHOUT THE CITY

The discovery of the city

Concerts on bicycles and minivan, in workshops and farmsteads, in parks and piazzas: the notes guide the audience to **discover the city**. In six years Piano City Milano transformed itself to **narrate music and the most surprising urban locations**. The 2017 edition sought to recount these changes across the whole

of Milan, **from the historical centres to the suburbs**, reaching beyond the border of the city organizing **concerts in the province and the region**. The journey lasted **two days and two nights** led by the notes of our pianos echoing in those venues, either historical or modern, that better represent the city.

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PIANO SUNRISE PIANO NIGHT

PIANO CITY MILANO NO STOP

PIANO CITY MILANO NO STOP

From sunrise to dawn and from dawn to sunrise

Piano City Milano never stops: from opening till the end, an **uninterrupted musical journey** that continues through **night and dawn concerts**.

The awakening at sunrise was with a piano solo performance by Michael Nyman at the Burri Theater, while on Sunday at dawn Anna Maria Morici

performed in the evocative Rotonda della Besana.

During the *Piano Night*, the piano was, on the other hand, accompanied by electronic music. The novelties of 2017 are the two night concerts, one took place in the former Teatro Smeraldo and the other in the Cripta di San Sepolcro.



PIANO LESSON

MASTERCLASS WITH SIX GREAT MASTERS



PIANO LESSON

Six great masters reveal the secret heart of the piano

For the first time Piano City Milano takes you on a **journey through the secrets of the instrument**, its stories, adventures, and craft tricks.

Six lectures for everyone to learn how to understand and love what can be heard but cannot be seen: **Chilly**

Gonzales, Michael Nyman's Piano Lessons, ragtime by Scott Joplin with **Marco Fumo, Michele Fedrigotti** on Pleyel piano, minimalist music with **Emanuele Arciuli** and Pictures at an Exhibition with **Michele Campanella**.





TOY PIANO

PREMIÈRES

PREMIÈRES

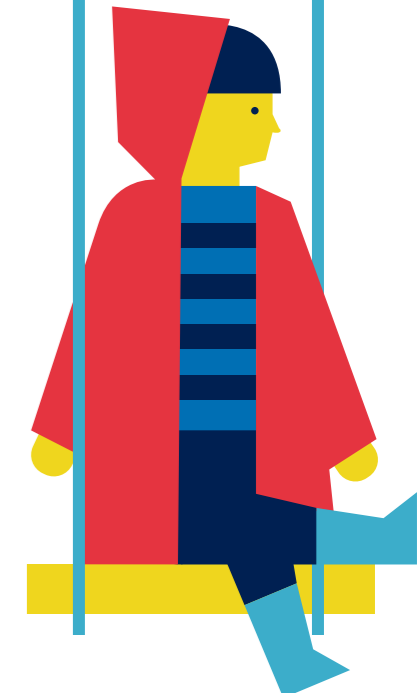
Some novelties thought for the festival

Michael Nyman has composed for Piano City Milano a new version of *The Otherwise Very Beautiful Blue Danube Waltz* for 50 Toy Pianos and has involved the children of the city in a spectacular performance.

Daniele Lombardi composed for this edition of the festival

Sembrava Una Nuvola for five pianos inspired by Aldo Palazzeschi's *the man of smoke*.

Another amazing novelty was *A landscape in my hands* by the young **Daniela Terranova**, who created a tactile landscape to be captured with a dreamlike listening.



SOCIAL PROJECTS



PIANO CITY MILANO AND SOCIAL PROJECTS

The music that unites

Among the novelties of this edition there is the collaboration with **Refugees Welcome Italia Onlus**, which brought Piano City Milano into Casa Suraya, a welcoming place for refugee families

traveling to and from Milan. Pianos' notes also came to **detention centres**: on Saturday morning, all four detention centres (Opera, Bollate, San Vittore and Beccaria) hosted a concert.



PIANO À PORTER



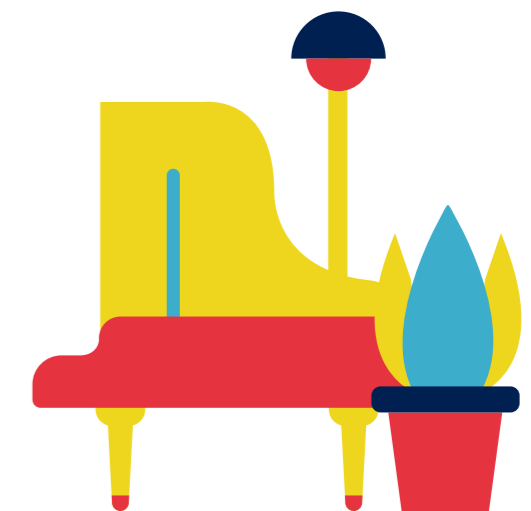
PIANO À PORTER

Piano City Milano on the road

Piano City Milano this year travelled around the city carrying **four-wheeled music door to door** with the Piano à Porter.

A vertical piano mounted on a Piaggio Porter travelled the city from the Market

of Lorenteggio to Piazza Sant'Alessandro, from the Giardino delle Culture to Piazza Santa Maria delle Grazie and in many other central and peripheral locations.



PIANO BICI



PIANO BICI AND PIANO TANDEM

Piano City Milano on the road

Two perfectly functioning pianos, but positioned one on a **three-wheel bicycle** and the other on a **tandem**.

Two unique, and only seemingly impossible vehicles, that gave concerts across the

city: the Piano Bici in the **Indro Montanelli Gardens**, while the Piano Tandem led **two bike groups**, one starting from the **Martesana canal** and the other from **mare culturale urbano**.





GUEST CONCERT

GUEST CONCERT

Sowing gives fruit.

If during the first edition there were only 11 concerts included in the programme that were not directly produced by Piano City Milano, by 2017 edition, the Guest Concerts - that is musical events which

were **self-produced** by local associations, schools, libraries, hospitals, airports, libraries, etc - had **grown exponentially**.

This shows how **Piano City Milano is a participatory event that can produce culture**.



CLOSING REPORT

03

COMMUNICATION



INTEGRATED COMMUNICATION

Piano City Milano creates an **integrated communication, prolonged in time and therefore effective.**

The cultural contents of the festival are engaging and involve **storytelling.**

This allows us to receive significant coverage even from publishing groups that are not

official partners. Our media partners act as both media **publisher and producer of the event**, allowing us to reach a far greater value than the combined use of press offices and media centre.





INTEGRATED COMMUNICATION

VISUAL IDENTITY

The event has its **own strong, visually impactful identity**, which is reflected in all communication materials, from web to paper, making the various initiatives always identifiable with the event.

OUTDOOR COMMUNICATION

The **official festival programme** was printed in **50,000 copies** and distributed throughout the city of Milan, particularly in the venues that hosted the concerts.

Other materials related to more traditional promotion such as **billboards** and **posters** had advertised the event since the beginning of April.

WEB AND SOCIAL

A **website** and a page on the major **social networks** (Facebook, Twitter and Instagram) have conveyed the content and image of the event online.

PRESS OFFICE AND MEDIA PARTNERS

A dedicated press office has enabled the festival to be promoted via press coverage on the main **national and regional newspapers**, thanks also to media partnerships with newspapers, radio stations and TV networks.

The presence of **media partners in the network of organizers** also ensures a special editorial attention to our official sponsors.





vivi! milano



Piano pop

Maratona Beethoven (11 ore) o «Piano lesson»? Concerti a mezzanotte o techno-show? Un weekend di musica nelle piazze, nei parchi, nei musei: scoprite il meglio di «Piano City» (con oltre 500 inviti per voi)
DA PAGINA 5



Rimetti le mani sulla tastiera

Chilly Gonzales apre la VI edizione di «Piano City Milano» con un concerto e una lezione dedicati agli ex studenti di pianoforte che, per noia, hanno abbandonato lo strumento da giovani. E ora vogliono ricominciare

di Chilly Gonzales

Ho sentito un incantatore di serpenti autentico ipnotizzare un animale selvatico con il suo flauto marocchino. Ho sentito un predicatore tutto sudato sbraitare a cappella in un microfono che distorceva il suono. Ho sentito una cantante esprimersi con il cuore in mano, un rapper strafatto dal suo stesso carisma e un jazzista improvvisare quel che gli passava per la mente. Ho sentito anche un dj milionario trentacinquenne realizzare una canzone tuonando ordini dentro a un computer portatile. Oggi, ci sono infiniti modi di fare musica. Ma all'epoca in cui componeva Brahms non c'era Soundcloud e non c'era nemmeno la tessera MilleMiglia. Così, perché la sua musica potesse diffondersi, la scriveva in maniera tale che chiunque, teoricamente, potesse suonarla e dunque sentirla. Quando avevo quattro anni mio nonno mi mostrò i rudimenti di quell'elaborato sistema che è la notazione musicale. L'ho presto abbandonato preferendo piuttosto imparare ad orecchio le canzoni di Lionel Richie. Poi più di recente sono rimasto sempre più affascinato dal

da stupirsi del fatto che avessi abbandonato quelle regole così imprecisamente precise. Ho pensato a tutti i ragazzi che mi avevano confidato il desiderio di riscoprire la gioia di suonare il pianoforte. Tanti di loro avevano preso lezioni da bambini per poi abbandonare lo strumento. Imparare a suonare il pianoforte è veramente impegnativo perché ci sono tante cose a cui pensare: la tonalità, la posizione delle dita, contare il tempo, capire come si muovono gli accordi.

Da dove cominciare? Che siate un ex-pianista che ha abbandonato lo studio dopo un paio di anni, un giovane principiante o uno che batte il ritmo con il laptop e desidera ampliare la sua prospettiva musicale, propongo ventiquattro *Re-Introduction Etudes*, (Éditions Bourgois, 2014) per guidarvi attraverso le varie componenti della musica, in stile *Gonzo*. Il mio obiettivo è farvi sedere al pianoforte e farvi divertire. Ho scritto

questi brani perché siano il più piacevoli possibile da suonare, e dopo pochi tentativi. Spero che presto incanterete un serpente, intonerete un *gospel* o tuonerete ordini (alle vostre dieci dita), incontrando la musica.

La melodia è semplice e facile da comprendere: è la parte che canticchi quando citi una canzone a qualcuno. È come dire «questo è ciò che succede» quando descrivi la trama di un libro o di un film. È la punta dell'*iceberg*. L'armonia è più insidiosa e dura da capire per i non-musicisti. L'armonia dà

Attraverso i ventiquattro «Re-Introduction Etudes» (brani facili e piacevoli che si possono suonare dopo pochi tentativi) è possibile risiedersi al piano e divertirsi

l'esattezza della notazione musicale e ho incominciato a esercitarmi quotidianamente per migliorare la mia abilità nella lettura. Sono rimasto sconcertato constatando il carattere dozzinale, anti-musicale e decisamente NOIOSO della maggior parte dei metodi di insegnamento. Non c'era



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PRESS OFFICE

NUMBERS

231

press coverage in major local and national newspapers

1089

press coverage in online news

56

radio/tv coverages

6461

mailing list contacts

91

accredited in the press conference

16

ADS in the Corriere della Sera editorial group

SOCIAL AND WEB

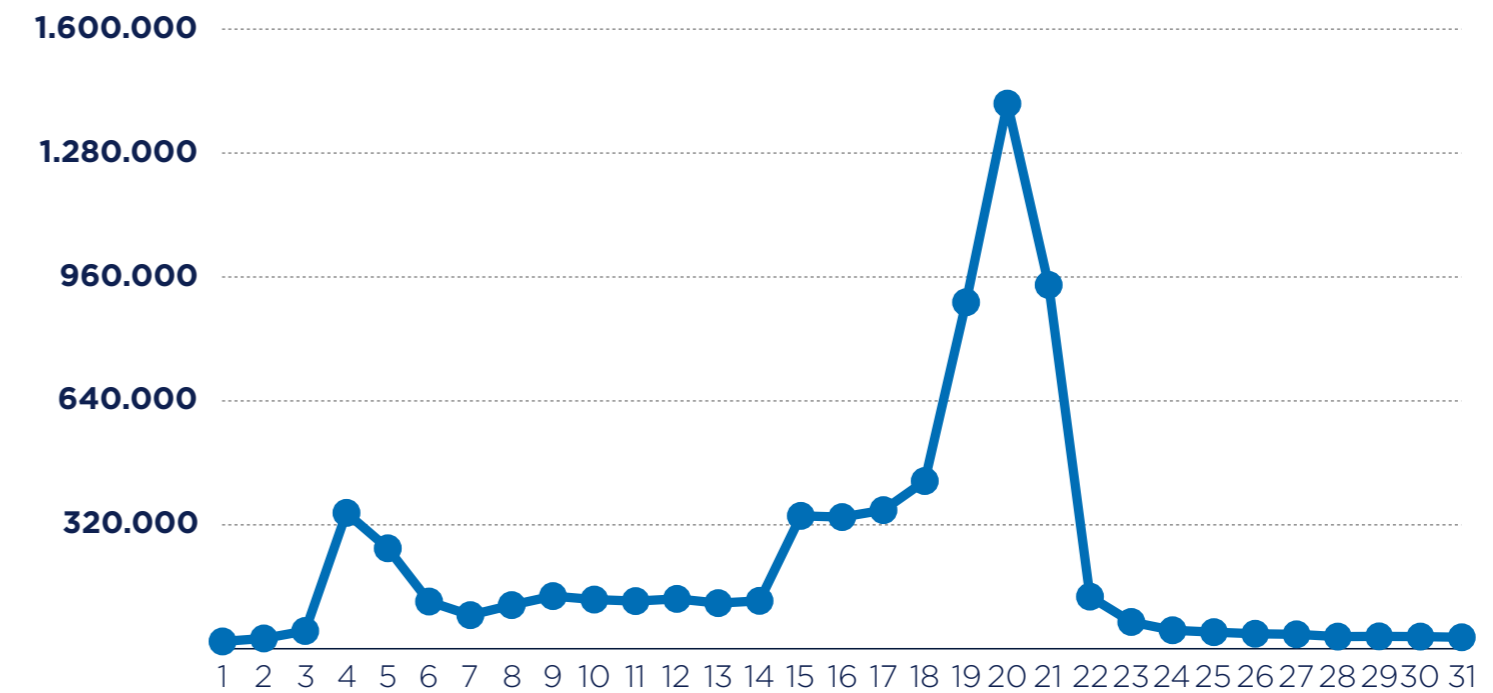
ONLINE COMMUNICATION

62

1.407.727
website views
270.000
unique website visitors
200.000
*people reached through
the official Facebook
page, on the week of
the event*
72.400
*views reached via the
official Twitter channel
in May*

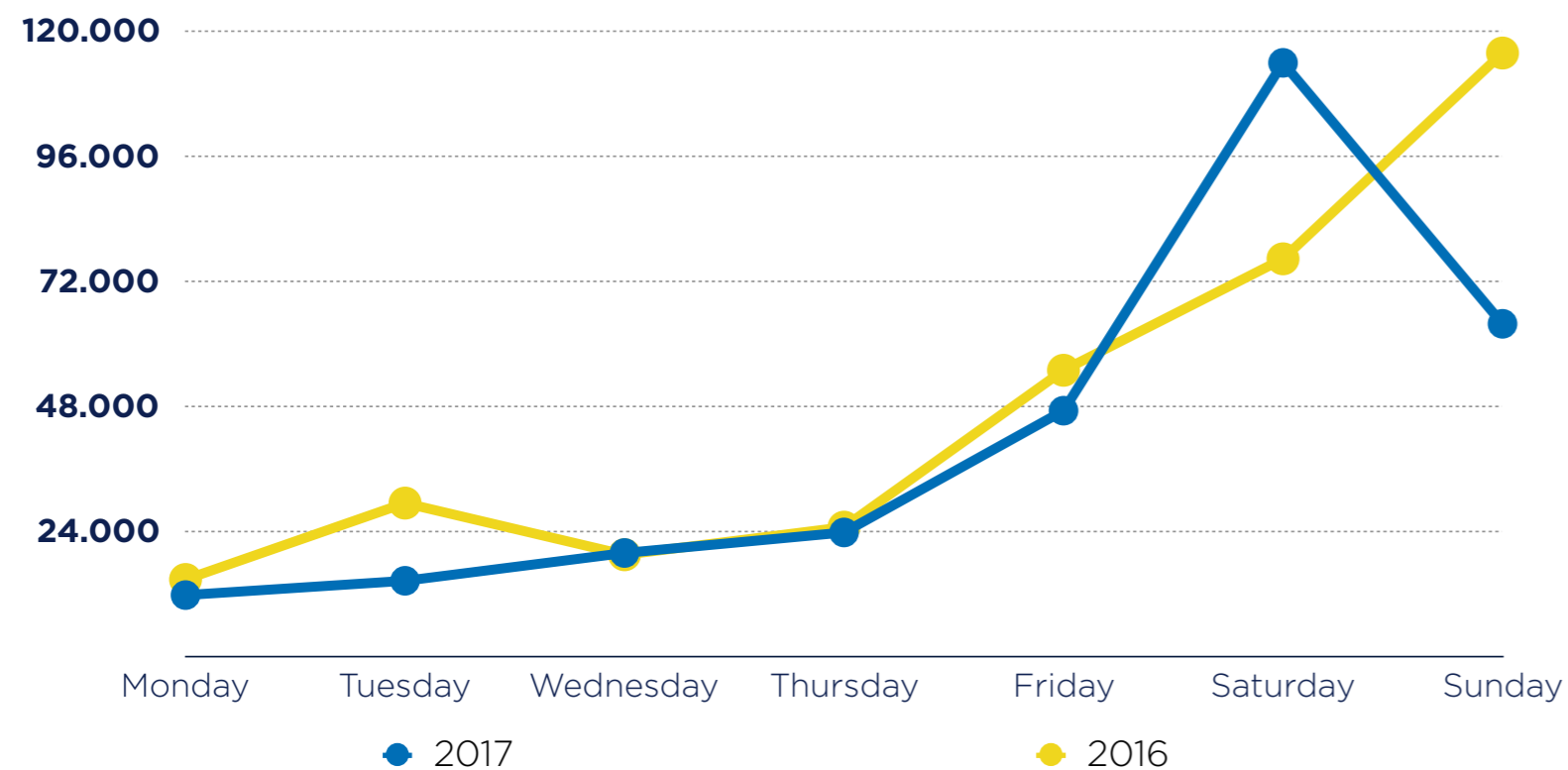
WEBSITE DATA

Website views in May



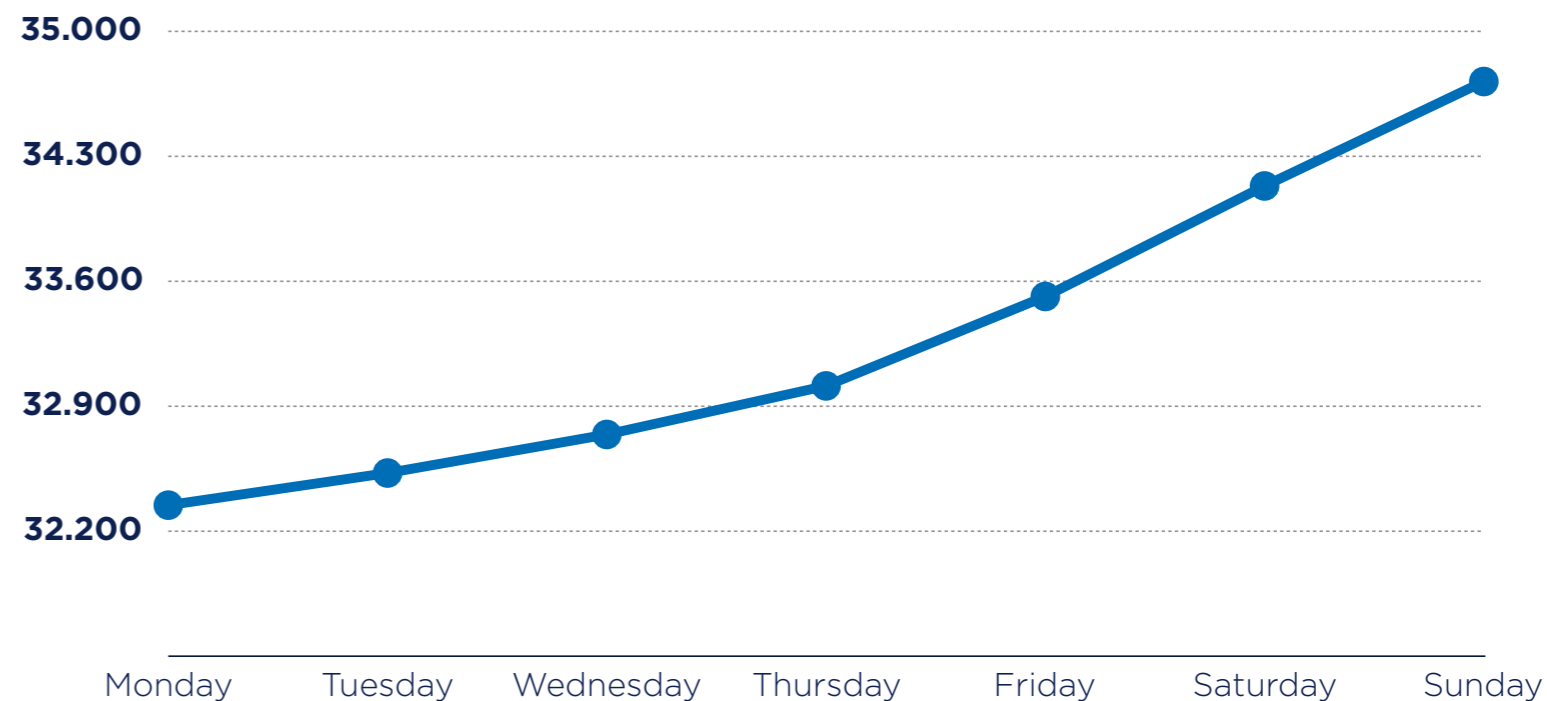
FACEBOOK PAGE - COVERAGE

Facebook page scope in the event week.
Comparison of data from 2016 and 2017 editions.



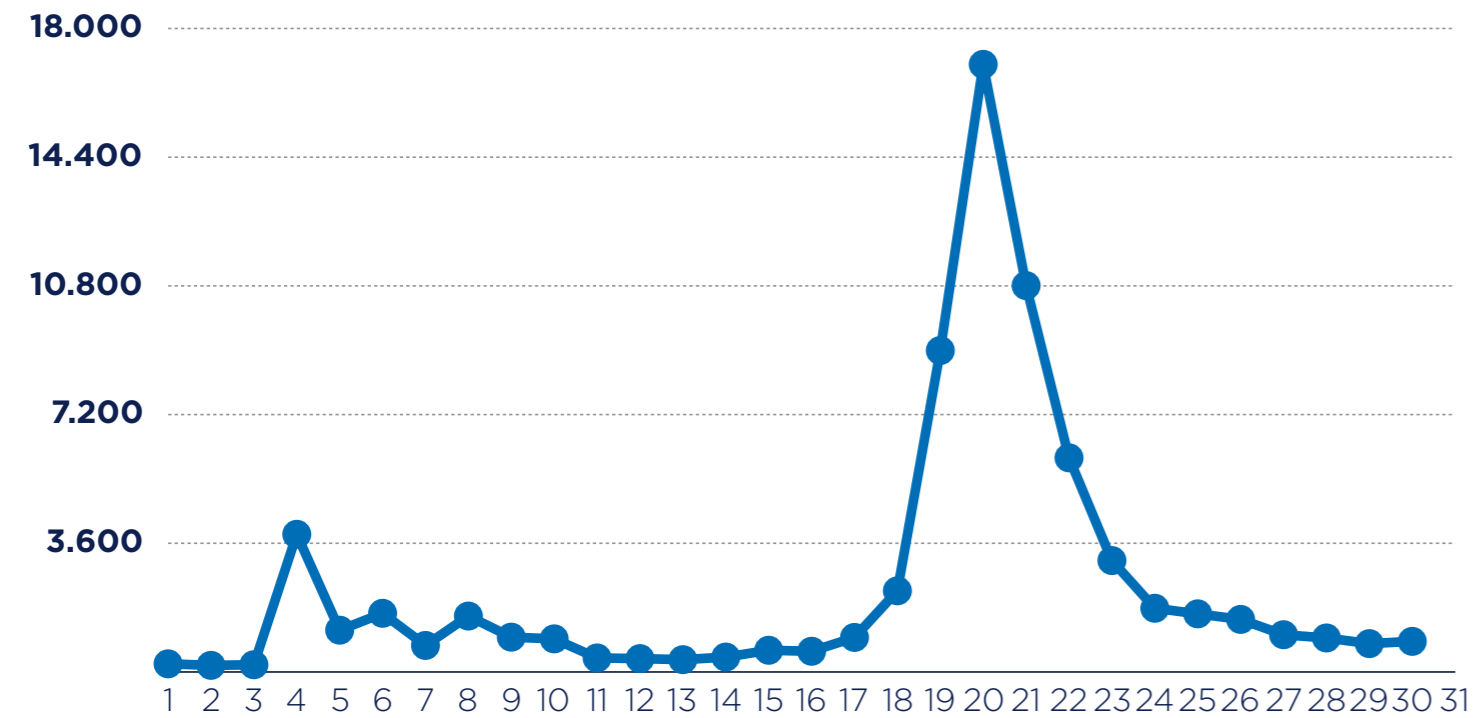
FACEBOOK PAGE - "LIKES"

The Likes of the page increased exponentially during the festival week, reaching 34,719 units by the end of the event



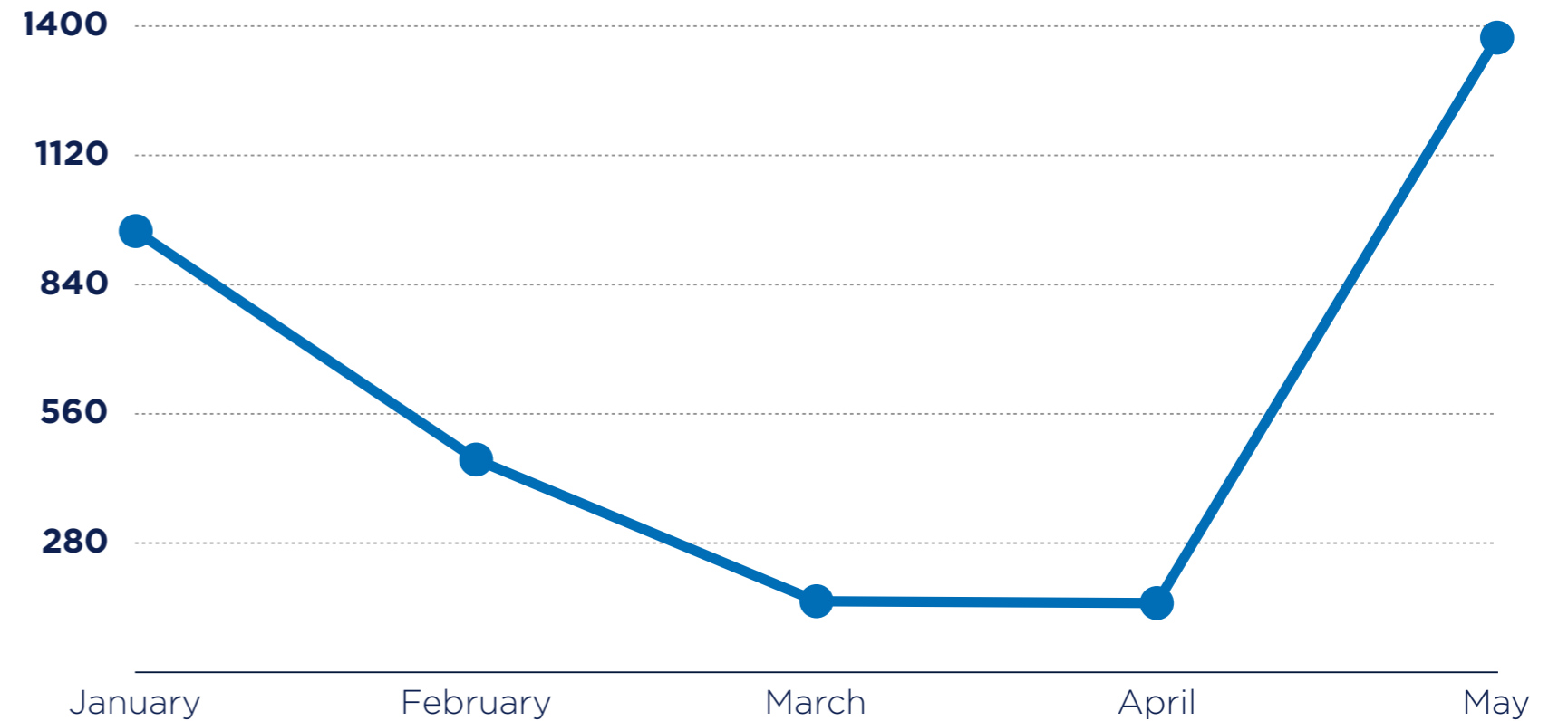
TWITTER - VIEWS

In May the tweets reached 72,400 views.



INSTAGRAM - NUMBER OF LIKES

Trend of likes from the opening of registration until the end of the event



CLOSING REPORT

04

PARTNERSHIP

WELCOME TO PIANO CITY MILANO



PARTNER COMPANIES

Piano City Milano has exceeded the concept of sponsorship

The companies that work with us are **co-organizers of the festival**, not only providing resources but also the know-how. This modus operandi integrated with the rest of the network of partners, enables us to optimize resources and

to ensure the sustainability of the festival itself. Thanks to the versatility of the format **we create together tailored events** that tell the values of the single company and are effective in terms of communication.



TECHNICAL PARTNERS

The piano is the heart of Piano City Milano

AIARP, Fazioli, Furcht/Kawai, Griffa & figli, Steinway & Sons, Yamaha, Tarantino Pianoforti, KF Milano Musica, Bösendorfer, Passadori Pianoforti, Tagliabue e Steingraeber & Söhne are the technical partners of Piano City Milano 2017. Since the first edition, this important network supports Piano City Milano in promoting the knowledge of the instrument "piano".

The 2017 edition also organized in collaboration with AIARP **workshops aimed at exploring the construction, tuning and maintenance of the piano.**

INSTITUTIONAL PARTNERS

"One of the cultural initiatives that represents at the best our city"

Milan City Council is one of the promoters of the festival.

The involvement of the City Council is crucial in terms of the prestige, the added value for the communication and the logistical support it ensures. The festival, thanks to this collaboration, is able to access unique and special locations.

Piano City Milano is one of the flagships of the Culture Department.

Even this year Piano City Milano enjoyed the **patronage and contribution of SIAE**, since the festival aims mirror SIAE's main goal, namely **to support young people and their creativity.**



CLOSIGN REPORT

PIANO CITY MILANO

THANK YOU

**YOU ARE THE REAL STARS,
YOUR SPARKLE IS WHAT MAKES
THE IMPOSSIBLE HAPPEN
AND THE INCREDIBLE REAL**

