

**MITO SettembreMusica**  
**FINAL PRESS RELEASE**  
**Milano, Torino - September 22, 2014**

With a total of over 115,000 passionate spectators in attendance at the 8th edition of MITO SettembreMusica, the festival concluded on a high note of success Sunday, September 21: in Milano a stunning performance of music by Johannes Brahms, courtesy of the Polish National Radio Symphony Orchestra, conducted by Alexander Liebreich and featuring Krystian Zimerman, and the big MITO del Rock Closing Dance Party; in Torino famed vocalist Noa performed with the RAI National Symphony Orchestra, marking the 66th edition of Prix Italia.

September 4-21: host cities Milano and Torino were invaded by music as theaters, piazzas, churches, industrial plants, prisons and more provided the backdrop for 305 events at 186 venues. Performances featured over 2,700 artists from 27 countries. Pass sales were up 10% this year; venues filled to capacity, with a saturation index of 98%; online sales showed a 33% increase; 702,000 accesses at the festival's website, with 110,000 active users (35% new users); a spike in the social network department, with 249,000 Facebook friends. It's stats like these and the attendance figures for 18 days and nights of MITO SettembreMusica that are testimony to our enormous passion for music, especially at this juncture of history.

*“Every year MITO confirms its success within the panorama of international music festivals. The events our audiences flock to are a clear representation of our will to get spectators involved in an experience of notes and voices that thrills one and all,” declares Milano mayor Giuliano Pisapia. “In Milano those sounds ‘invaded’ spaces and streets all over the city, and events in conjunction with MITO provided even further enrichment of top-level cultural programming at a time when Milano is a centerpiece for all Europe. We’re working to make the city even more appealing and effervescent for locals and visitors alike, and MITO, marked each year by our highly valued collaboration with Torino, has become a tradition that’s here to stay. Today’s numbers take on tremendous importance not only in terms of total attendance at 305 events, but when they tell stories that aren’t always right there in front of us to see. And those are the stories of all the people – artists, musicians, organizers – who help bring to life the magic of listening to music in so many different kinds of venues. Once again, this year the diffusion of performance locations proved a winning move when it came to bringing music to such large and heterogeneous audiences – with performances in piazzas, theaters, churches and prisons, it was music breaking down all the barriers. Many thanks to all those that attended the concerts and other events. And special thanks to all the dedicated folks who worked so hard to ensure such high-quality programming.”*

Torino mayor Piero Fassino says, *“MITO SettembreMusica was back once again with all its power and value, to the delight of yet another huge turnout. The festival happened to fall on a week that saw Torino as the focus of culture in Europe, and events in conjunction with Culture Week, the Summit of Culture Ministers, the 66<sup>th</sup> edition of Prix Italia, and Notti Blu della Cultura.*

*“More and more, Torino is the demonstration of how culture, in this case music, is a priority for development, an attention grabber that promotes the application of high-tech, creates jobs, and most of all changes the quality of life in a given area, making it attractive and comfortable for both residents and ever more numerous guests. As we’ve seen since 1978, when MITO was simply SettembreMusica, audiences poured out their love for this festival. Besides their appreciation for events on the main program, our fans enjoyed the off-program series MITO About Town, which saw capacity crowds at each performance. My sincerest thanks go out to everyone that made possible such a richly woven program of performances and all its success – their passion and dedication makes this a unique music festival each and every year.”*

*“Thanks become even more crucial in hard times marked by sacrifices aplenty,”* comments Francesco Micheli, vice president of MITO SettembreMusic, *“and the success of the 8th edition of MITO means a boatload of heartfelt thanks are in order. I’d personally like to thank all those hard-working people that made such success possible: the mayors of Milano and Torino, who are on the front line when it comes to cuts in public spending, all our partners and sponsors, whose companies live on the same planet as we do, as well as our great team of organizers and the many volunteers involved. The audience was also part of that team, and together we shared the emotions of great music galore. I’m certain that they as well share in my gratitude. And this thank you goes all the way to the 9th edition in 2015.”*

As the countdown zeroes in on 2015, year of the Milano Expo, the success of this year’s edition of MITO SettembreMusic establishes the festival as a primary cultural system linking the two host cities, and as such is poised to enrich the Expo program with a schedule of world-class concerts, also thanks to the involvement of some of the world’s premier music institutions. The MITO SettembreMusica machine is already at work on putting together the ninth edition, featuring performances by Stefano Bollani, Philip Glass, Valery Gergiev and the Mariinsky Theater Symphony Orchestra, and the Akademie für Alte Musik of Berlin, among others.

The most successful performances at the recently concluded MITO SettembreMusica 2014 included concerts by the Czech Philharmonic Orchestra, Martha Argerich and the Youth Orchestra of Bahia, the St. Petersburg Philharmonic Orchestra conducted by Yuri Temirkanov, Krystian Zimerman and the Polish National Radio Symphony Orchestra, as well as festival openers at Torino’s Teatro

Regio and La Scala in Milano featuring the Budapest Festival Orchestra conducted by Iván Fischer.

Torino program highlights included performances by the Teatro Regio Orchestra and Choir conducted by Gianandrea Noseda, and two concerts by the Torino Philharmonic Orchestra at the Pirelli manufacturing plant in nearby Settimo Torinese and Teatro Carignano, attended by Giuliano Poletti, the Italian Minister of Labor, the governor of the Region of Piemonte, the mayor of Torino and Marco Tronchetti Provera, Chairman and CEO of the Pirelli Group, where the strains of Beethoven's First and Seventh Symphonies marked the links between places of work and culture.

Milano audiences delighted in the concert by 2CELLOS, and performances by the Italian Saxophone Quartet at the Bollate Prison and by Hamid Drake at the San Vittore Prison, with some 400 inmates in attendance. Precious also was Yuri Temirkanov's talk the afternoon prior to his performance with the St. Petersburg Philharmonic Orchestra, in which he enchanted fans with the story of his personal relationship with music and Brahms, as well as the MITO del Rock Closing Dance Party at the Mercedes-Benz Center.

Once again, MITO SettembreMusica was not just great orchestras, world famous conductors, and the stars of pop, jazz and indie rock, because educational and social projects also played a big part in the program: audiences in both host cities turned out enthusiastically for afternoon events, where they were treated to insights into some of the festival's most complex repertoires, while 1,270 middle and high school students participated in custom-designed projects in Milano.

MITO SettembreMusica has always been a festival committed to sustainability, and this year more than ever. In Milano MITO SettembreMusica, through the support of Edison and the collaboration of EventiSostenibili.it, became the first music festival in Italy (and one of the first in the world) to receive ISO 20121 certification, issued by Certiquality, a guarantee of the high standards of social, economic and environmental responsibility that go into the planning and creation of the festival.

This year's edition once again featured festival staples like the off-program series MITOFringe in Milano and MITO About Town in Torino, with 138 events in all. In Torino throughout September, MITO About Town featured 18 concerts tied in with the main program, in churches, theaters and clubs in outlying districts, and continued an experience that has been truly positive in recent years with 89 performances in hospitals, social centers, rest homes and prisons. MITOFringe took Milano by storm in June with 31 concerts on historic downtown streets, in city parks and along the Navigli Canals. Venues branched all the way to the the Expo

2015 area with performances in the suburbs of Baranzate, Bollate, Novate Milanese and Pero.

MITO SettembreMusica would like to express our warmest thanks to the Cities of Milano and Torino, and to our partners Intesa Sanpaolo, Compagnia di San Paolo, the Milano and Torino Chambers of Commerce; and sponsors Eni, Enel, Pirelli, Risanamento, Bolton Group, Fondazione Fiera Milano, Mercedes-Benz and Zedda Piras; media partners Corriere della Sera, La Stampa, RAI Radio, RAI Radio 3, Publitalia '80, RSI Rete Due: technical sponsors Aspesi, ATM, FAI Fondo Ambiente Italiano, Fazioli Pianoforti, Gobino, IGP Decaux, TIMmusic, The Westin Palace Milano and Mansutti S.p.A.; as well as to companies that offered their support, Acqua Eva and Riso Scotti Snack: and of course to the entire organizational staff, who with the help of interns and volunteers, carried out their mission with great passion and professional skill, as always.

While waiting for the 2015 edition of MITO SettembreMusica to burst onto the scene, fans may visit [www.flickr.com/photos/mitosettembremusica](http://www.flickr.com/photos/mitosettembremusica) to check out and download photos from this year's festival, and [www.youtube.com/user/mitosettembremusica](http://www.youtube.com/user/mitosettembremusica) for concert videos, Radiobici interviews with the artists, and special episodes of Torino Web News.

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