

MITO SettembreMusica
FINAL PRESS RELEASE
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Sunday night's electrifying dance party beats at the Alcatraz club in Milano marked the close of the sixth edition of MITO SettembreMusica; while on the Torino side, the festival lowered this year's curtain to the strains of Bach conducted by Helmuth Rilling before an enthralled audience. Running from September 5 – 23, the MITO SettembreMusica music festival once again brought a stunning array of concerts, theatrical and dance performances, conferences, debates and film screenings to the cities of Torino and Milano, to the delight of ever-growing and ever more passionate audiences whose enthusiasm for the events on the program was truly contagious.

The 19 days of this year's festival brimmed with a total of 190 events – 89 of which featured free admission – and the participation of over 4,100 artists from 28 nations, performing at 88 different venues in Milano and Torino.

Also bolstering the musical supply line were two adjunct series: MITOFringe in Milano, featuring outdoor performances in June and July; and MITO About Town alongside the main events scheduled in September in Torino – for an additional 203 concerts featuring a total of 484 artists at 149 different venues throughout the two host cities.

Once again, indicative of MITO SettembreMusica's continued success are the attendance stats, confirming our audiences' belief in *their* music festival, with some **136,000** total admissions.

The importance of MITO SettembreMusica for Torino and Milano is also revealed by this year's novelty – a dual presidency of the festival with the mayors of the two respective host cities at the helm. Their words echo the powerful emotions that accompanied MITO SettembreMusica as it unfolded:

Piero Fassino, Mayor of Torino: *“This year as well, Milano and Torino together were seduced by what is universally considered one of the strongest vehicles for the emotions: the art of music in its many facets and nuances. From the opening concert dedicated to Claude Debussy featuring the Orchestre National de France to the humanity of Odessa as interpreted by vocalist Moni Ovadia, from the colors of the Balinese Gamelan to the refined Torino premiere of Claudio Monteverdi's The Return of Ulysses to His Homeland, from jazz by Paolo Fresu to Esa-Pekka Salonen's interpretations of Beethoven, from the violins of Uto Ughi and Salvatore Accardo to the Hadra songs of Morocco and the extraordinary concert by Paolo Conte – once again the Torino audiences showed immense curiosity and were truly participative in all the richness that the festival had to offer. And that strengthens our commitment and firm belief that investing in culture means investing in the future of our community. The festival's MITO About Town section, with its 130 events in addition to the regular program, moved in the same direction, with performances in outlying districts, hospitals, rest homes and prisons – with music playing a support role in terms of the city's needs on a social level, which is a particularly gratifying aspect of the festival. Many thanks to our audiences and to all those whose work behind the scenes was crucial to the success of yet another edition of MITO SettembreMusica – a festival we look forward to each year.”*

Giuliano Pisapia, Mayor of Milano: *“This year’s edition of MITO SettembreMusica definitely lived up to the festival’s grand tradition of success. More than one hundred events ignited the spirit of Milano over the course of three weeks. Sold-out venues were the rule, and more than 8,000 devotees flocked to the Forum in Assago to see the La Scala Philharmonic Orchestra. This is clear proof of the important role that culture plays in our city. Culture that spreads from the heart of the downtown area all the way to the suburbs, culture that focuses on the social aspects – it’s no accident that MITO SettembreMusica even makes its way into hospitals, helping to brighten up patients’ days. Here’s to the 2013 edition of MITO SettembreMusica!”*

MITO SettembreMusica Vice President Francesco Micheli: *“After just six editions and thanks to 34 years of the original SettembreMusica festival in Torino that preceded it, MITO SettembreMusica has truly won the hearts of the people – not through routine programs by any means! Oftentimes it’s the more demanding musical events that audiences appreciate and have come to understand. To be sure, today’s MITO SettembreMusica has strong legs, but we’ve still got a long walk ahead of us. It’s my wish that in the future this festival can maintain all the energy needed to keep moving in this direction.”*

Sixty-five out of 100 paid-admission events for MITO SettembreMusica 2012 were sold out, while a total of 97.7% of paid- and free-admission events combined were filled to capacity.

The number of MITO SettembreMusica pass holders rose to 1,244.

32% of ticket purchases occurred online, up six percentage points from 2011.

Online interest in the festival was also on the rise this year, with widespread use of multimedia channels and social media, especially among younger MITO SettembreMusica fans: more than 7,000 Facebook likes (up 50% from last year), more than 2,200 followers on Twitter, as well as the use of Flickr and Pinterest for photos from the festival, also available for viewing on our website.

Another important stat: 13,616 hits for video clips of MITO SettembreMusica concerts on Youtube and on our website, registered over the course of the festival, September 5 - 23.

The MITOTg, the free Festival app with its interactive digital guide for smartphones and live concert streams, 15 in all, also proved very popular.

From the presentation of this year’s program on June 6 to date, the MITO SettembreMusica website has registered over 206,000 accesses, with more than 140,000 single visitors.

This year as well, numerous children’s participation in the MITO Educational sections both in Torino and Milano: all 17 children’s shows every Saturday and Sunday throughout the duration of the festival were sold out.

MITO SettembreMusica and its audiences would like to express heartfelt thanks to the Cities of Milano and Torino, the Region of Lombardia and the Region of Piemonte, and the Province of Milano; as well as to the festival’s major partners: the Chamber of Commerce of Milano and the Chamber of Commerce, Industry, Crafts and Agriculture of Torino (institutional partners); and to the following partners: Intesa Sanpaolo, ATM, Eni, Compagnia di San Paolo; to our sponsors: Enel, Pirelli, Trenord, A2A, SEA, Milano Serravalle – Milano Tangenziali S.p.A., ASTM, Risanamento and to Mediaset for their support for our series of piano concerts; to our media partners: Corriere della Sera, La Stampa, Rai Radio 3, Milanow Torinow, Rete Due - Radiotelevisione Svizzera; to our technical sponsors: FAI Fondo Ambiente Italiano, Ferrovie dello Stato Italiane, GTT, K-

Way®, TIM, The Westin Palace Milano, San Pellegrino - Acqua Panna, Mansutti S.p.A.; to the following companies that provided their support: GuidaMi, BikeMi, Guido Gobino Cioccolateria Artigianale, Riso Scotti Snack, AMSA, Esselunga, Parrot; to the 168 cultural institutions in both host cities whose collaboration was requested; to the MITO SettembreMusica staff in charge of production, organization, communication, promotion, ticket sales and hosting the artists – a team that worked with passion and skill, adept at solving last-minute problems with alacrity; and to our young volunteers and interns who gave it their all to help make each and every performance a success.

As we say Italy, *arrivederci* until next year and the seventh edition of MITO SettembreMusica, September 3 – 22, 2013.