



Ballata Per Genova

Tomorrow Genoa will get a warm embrace from over 12,000 people gathered in Piazzale Kennedy for an evening of great entertainment and solidarity

Genoa, Italy – 14 June 2019 – Over 12,000 people will gather in Piazzale Kennedy to give Genoa a warm embrace and to enjoy great entertainment, but also in a display of solidarity with the Ligurian capital, struck just ten months ago by the immense tragedy of Ponte Morandi.

Broadcast live on Rai 1 and Rai Radio 1 – beginning at 21:20 – "**Ballata per Genova**" is promoted by MSC Foundation of the MSC Group in collaboration with the Liguria Region and the Municipality of Genoa, and produced by "Arcobaleno Tre" and Rai 1, with the aim of returning to the city of the Lantern its natural role as a city looking to the world, and to celebrate all together its great beauty, also as an international tourist destination, underlining the extraordinary ability to respond that it demonstrated with the collapse of the bridge.

With several special talented hosts, the evening will include some of the most well-known and much-loved faces of Italian TV alternating on stage: **Amadeus and Antonella Clerici, along with Luca and Paolo and Lorella Cuccarini.**

It will be an evening in which Italy will symbolically embrace Genoa in a mosaic of words, sounds, dance, moments of reflection and fun, paying homage to the Ligurian capital, a city of unmistakable charm and a glorious past marked by profound popular identity.

The cast includes numerous Italian music stars: the class and elegance of **GINO PAOLI with DANILO REA, CRISTIANO DE ANDRÈ**, the sole and great heir to the musical heritage of his father, the pop of **GIGI D'ALESSIO, RAF and UMBERTO TOZZI**, and for the younger spectators **ARISA, THE KOLORS, ELODIE, IRAMA**. For this special occasion, natural chemistry has brought together a trio of outstanding writers and singer-songwriters, founders of great bands that have made their mark on the history of Italian music: **PIERO CASSANO** (Matia Bazar), **VITTORIO DE SCALZI** (New Trolls) and **FRANCO GATTI** (Ricchi e Poveri). **LAURA PAUSINI** and **BIAGIO ANTONACCI** will participate live from Rome.

The artists will be accompanied live by a **20-piece orchestra** conducted by **Maestro Diego Basso**.

ANNA MAZZAMAURO, the legendary Mrs Silvani, will also participate: one of the most appreciated actresses of Italian television and cinema, inextricably linked to the figure of a great Genoese like Paolo Villaggio, joining other colleagues from the world of TV and entertainment in homage to the capital of Liguria.

Two great stars from the football world will also enrich the evening: the coach of the National team **Roberto Mancini** and top goal scorer **Roberto Pruzzo**.

The 12,000 free tickets for citizens and tourists were distributed in less than a day. To offer, then, the exciting experience of the event in a square in the company of other Genoese citizens, and those who unfortunately did not manage to obtain tickets for the show in Piazzale Kennedy will be able to watch the **performance broadcast live on two maxi-screens in Piazza de Ferrari** provided by the broadcaster Primocanale.

*"The spirit of this great television event that celebrates our city – said the **President of the Liguria Region, Giovanni Toti** – is the same that has guided us in recent months: Genoa was knocked down, but reacted immediately, and got back up again. Genoa is still reachable, ready to welcome tourists with its beauty. This is the message that we wanted to communicate to everyone right from the beginning, and we are happy that this evening gives us the opportunity to reiterate it. We cannot forget the charitable purpose either: I'd like to thank MSC for the initiative, and all those who want to help Genoa achieve such an ambitious project".*

*"Our thanks go to MSC Foundation and the MSC Group– underlined the **Mayor of Genoa Marco Bucci** – for the great responsiveness and collaboration they have offered the city of Genoa. This event will be a wonderful evening for the Genoese and those tourists who decide to visit the Ligurian capital. Moreover, thanks to the live broadcast of Rai 1, it will also be an important showcase for Genoa; but above all, and with the contribution of all, we will be able to count on additional funds that will allow us to effectively complete the work on the redevelopment of the area below the new viaduct over the Polcevera River, which will change the face of part of the city".*

*"This is the first project promoted by the newly established MSC Foundation of the MSC Group – explained the **MSC Foundation Secretary General, Daniela Picco**. Moreover, we are particularly pleased that it is dedicated to Genoa, a city that the Group holds dear, where it has offered services since the beginning - now almost 50 years ago - and which in the meantime has become the first port in the world for the Group's cruise traffic and one of the first European hubs in the freight sector. Ballata per Genova represents a concrete sign of the Group's affection for the city and intends to celebrate its excellence, together with the ability to face the challenges and changes that it must face to return to having the role it deserves in international shipping and tourism".*

The event will be held by the sea in Foce, in Piazzale Kennedy: an impressive stage has been built for the occasion (50 metres long, 25 metres wide, 17 metres tall) with a high-definition lighting system (consisting of 520 moving heads and 4 light towers); 320 square metres of LED walls will be placed on two different backdrops (and a mobile ceiling). Filming has been carefully designed for this type of event, and will be in full HD with 11 cameras (two of which on special supports), and there will also be drones for aerial shots. Several km of cables will be used to distribute the audio, video signals and for providing electricity. Over 700 barriers will divide the square to facilitate public access and exit routes. Over 400 professionals were involved in its organisation, including technicians, fitters, porters, stewards, production and editorial staff.

The square and the magical sea embracing it will be expertly portrayed in the sets by **Maria Chiara Castelli**.

During the "**Ballata per Genova**" there will be a fundraising campaign called "*Anch'io per Genova*" (I'm for Genoa too), to provide funds for an innovative architectural urban redevelopment project in the area affected by the collapse of Ponte Morandi, supported by the MSC Foundation. Thanks to the "*Anch'io per Genova*" campaign, which **in just a few days has already raised almost 400,000 euros**, it will be possible to make the dream come true of giving the city its "**Parco del Mare**": a cutting-edge initiative, designed in particular for younger people and families, paying specific attention to the themes of play, health and wellness, and an educational path for the themes of the reuse of natural resources and environmental recycling. It is a park for a more beautiful and child-friendly city, which allows citizens to play together while learning about the beauty and characteristics of the sea, an element to which Genoa, its history and its future are inextricably linked. The new urban area will consist of a large park, branched out and fully integrated with the surrounding buildings, easily accessible by the Genoese and tourists both with the Metro (Brin stop) and with the bike path. It will also be, therefore, a further important element of the Parks of Genoa network ranging from Nervi, to the Forti, to Prà, to the large public spaces of Corso Italia, the future waterfront of Porto Antico and the beautiful historic centre.

Rai Radio1 will also broadcast "*Ballata per Genova*": in addition to the concert, interviews with the artists will be broadcast right after they perform on stage in Piazzale Kennedy, as well as all the excitement backstage. Marcella Sullo and Duccio Pasqua will narrate all the fun and excitement of the evening on the radio for those who cannot watch the TV broadcast.

*The fundraising campaign "Anch'io per Genova" was created in collaboration with Helpcode, an organisation that addresses children's rights. From 3 to 23 June the initiative can be supported with an SMS or a landline call to the number **45585**. The amount of the donation will be **2 euros for each SMS** sent by Wind Tre, TIM, Vodafone, PosteMobile, Iliad, Coop Voce and Tiscali mobile phones. The donation will be **5 euros for each call** made to the same number from TWT, Convergenze and PosteMobile landlines, and 5 or 10 euros from TIM, Vodafone, Wind Tre, Fastweb and Tiscali landlines. Other ways to support the project can be found on the website www.anchiopergenova.it*

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About MSC Foundation

The non-profit MSC Foundation leads and implements the MSC Group's conservation and humanitarian commitments worldwide.

Utilising MSC's global reach and unique knowledge of the sea, the MSC Foundation protects and nurtures the blue planet, helps disaster-struck populations toward recovery and supports vulnerable communities around the world to realise their full potential through education, sustainable development and medical humanitarian programmes.

The Foundation works to achieve this both independently and together with trusted partners that have a strong innovative vision or track record for effective action, including UNICEF, the Andrea Bocelli Foundation, Marevivo and Mercy Ships.

Find out more about the programme [here](#).

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