

Azioni di promo-commercializzazione 2024

23 luglio 2024

Realizzazione prodotti di ambito culturale

- Aperture Palazzi cittadini
- Realizzazione nuove versioni di lingua su tour culturali
- Passeggiate Morandiane



Realizzazione Prodotti di ambito outdoor

- Corno Express
- Nuovo tour e-bike sui colli bolognesi
- Nuovo bike tour in centro storico
- Nuovo pacchetto interregionale Verona-Bologna dedicato alla Ciclovia del Sole
- Nuovi tour dedicati ai parchi, agli animali selvatici, ai trekking e all'osservazione delle stelle



Realizzazione fiere e workshop

- Partecipazione a 10 fiere
- Partecipazione a 1 workshop



Supporto agli eventi sportivi

- Supporto al GP dell'Emilia-Romagna
- Supporto al Tour De France
- Supporto alla GranFondo 10 Colli
- Supporto per Eurobasket 2025



Attività MICE

- Realizzazione Congresso e Assemblea City DNA
- Conseguimento del terzo posto in Italia per numero di congressi internazionali ospitati, all'interno del ranking ICCA
- Premiazione Bologna Ambassador - VI edizione



Realizzazione Fam trip

- Realizzazione di fam trip dedicati ai mercati estremo-orientali
- Realizzazione fam trip dedicato al mercato Italia e ai mercati internazionali in occasione di Cities Emilia-Romagna



Realizzazione viaggi stampa

- Realizzazione di oltre 60 viaggi stampa con testate quali Lonely Planet Francia, Country Life Magazine, Vogue Italia, Io Donna, Vanity Fair, Bell'Italia, La Repubblica, Dove, Le Monde.

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ITALY

The Italian region that gave us Ferrari, Pavarotti and Bottura

Our writer visited Modena, Bologna and Maranello and discovered how much the Emilia-Romagna has to offer, from historic trattorias to grand palazzos



Bologna

GETTY IMAGES

Country Life International

The city of music

Mozart's time in Italy influenced his entire life and oeuvre. Bologna, in particular, played both an important part in the composer's career and in the history of music, says Russell Higham



A MAN of ordinary talent will always be ordinary, whether he travels or not; but a man of superior talent will go to pieces if he remains forever in the same place.' So said composer Wolfgang Amadeus Mozart (1756-91), whose prodigious talent—he wrote more than 900 compositions during his 35-year life in nearly every genre that existed—was anything but ordinary. Well travelled, too: Mozart was only six when he and his older sister, Nannerl, accompanied their father, Leopold, on their first road trip—a 90-mile journey from Salzburg to Munich taking two whole days—and only 13 when he set out on the first of three life-changing trips to Italy.

'The Mozart exam affair is quite a legend in Bologna'

One city in particular held special importance: Bologna. Not only is the city the site of one of the world's oldest (secular) universities (established in 1088, it precedes Oxford by eight years); it is also the home of the Accademia Filarmonica. Founded in 1666, this revered institution is one of the most important musical schools of all time—the Pope granted it, in 1748, equal status to Rome's Accademia Nazionale di Santa Cecilia.

An renowned conductor and musicologist Jane Glover says: 'What one feels coming together in Bologna, more than anywhere else in Italy, is the artistic, plus the intellectual.'

The Accademia Filarmonica's most eminent and influential member was the Franciscan friar, composer, historian and teacher Father Giovanni Battista Martini, to whom musicians travelled from all parts of Europe to consult or study under. An early proponent of the Enlightenment, he is described as 'a tutelary deity of European musical culture' by Luigi Verdi, a former artist and teacher in the academy, in his book *Mozart in Bologna*.

Mozart had met Martini on his first, five-day visit to Bologna in March 1770, when he played for him, and 100 other members of Bologna's society, at the home of former diplomat,

musician of the day, so Sebastian Costantini, principal cellist with the L'Armonia Mozart Players, described it, a private salon performance such as this one was a key part of their itinerary.

After impressing these noble guests, Mozart and his father spent their remaining days in Bologna exploring its 111 miles of picturesque arcades—some dating back to the 11th century—as well as visiting its recently opened (1761) opera house, the Teatro Comunale. The child prodigy found time to play the organ in the Rosary Chapel of the 13th-century Basilica of San Domenico and to visit the Basilica of San Petronio, one of the largest churches in the world and the first music chapel in Europe. San Petronio is also home to the oldest functioning organ (built in 1409 by Lorenzo da Prato) still in use today.

The next day he travelled on to Florence, Naples and Rome, where young Mozart met other leading personalities from the world of music. He took the opportunity, too, to immerse himself in opera, an art form in which he would later become a dominant force. Their return to Bologna in July, this time staying until mid-October, was for Mozart to prepare, under Martini, for the examination to counterpoint, the successful completion of which would admit him, aged only 14, into the Accademia Filarmonica—an extraordinary achievement, as the minimum age for entry was 20. Success would also bestow on him the right to work

Italian inspiration

How David (left), a head violinist with the Orchestra of the Age of Enlightenment (oyea.co.uk), selects three pieces by other composers inspired by Italy.

Symphony No 4, Italian (1833), Felix Mendelssohn

Mendelssohn's travels around Italy, sketching and painting landscapes as he went, led to his composition, which he described as 'the lightest piece I have ever written. The first movement captures the joyful Italian sunshine, whereas the finale is a satirical inspired by a visit to the Roman carnival

Poem of Rome (1924), Ottorino Respighi

This second and most well-known of three tone poems about Rome, which Respighi loved, this depicts scenes with pipe boys in four locations around the Italian capital: the Villa Borghese gardens, a catacomb, the Janiculum Hill and the Appian Way.

In the South (1904), Edward Elgar

For an Italian experience with an English flavour, look no further than Elgar's In the South (Alcega's concert one-liners. Elgar had travelled to Assisi, on the Italian Riviera, in order to write a symphony, but the surroundings inspired him to write this piece instead.

March 27, 2024 | Country Life | 111

Campagne promozionali

- Lancio di campagna promozionale dedicata ai Portici UNESCO

62km è la lunghezza dei Portici di Bologna in centro e fuori porta

Scopri i Portici, un abbraccio lungo 62km su bolognawelcome.com



Portici di Santo Stefano e Mercanzia

3.8km è la lunghezza del Portico di San Luca, il portico più famoso di Bologna... e il più lungo del mondo!

Scopri i Portici, un abbraccio lungo 62km su bolognawelcome.com



Portico di San Luca

12 sono i tratti dei Portici di Bologna riconosciuti Patrimonio dell'Umanità

Scopri i Portici, un abbraccio lungo 62km su bolognawelcome.com



Portico dell'Archiginnasio

2.66m è l'altezza minima dei Portici di Bologna stabilita per legge, tale da permettere il passaggio di un uomo a cavallo... con cappello in testa!

Scopri i Portici, un abbraccio lungo 62km su bolognawelcome.com



Portici di Via Zamboni

1288 è l'anno in cui il Comune di Bologna rende obbligatoria la costruzione di portici per ogni edificio

Scopri i Portici, un abbraccio lungo 62km su bolognawelcome.com



Portici del Baraccano

1962 è l'anno in cui viene inaugurato il Treno della Barca, il più recente tra i portici di Bologna Patrimonio dell'Umanità

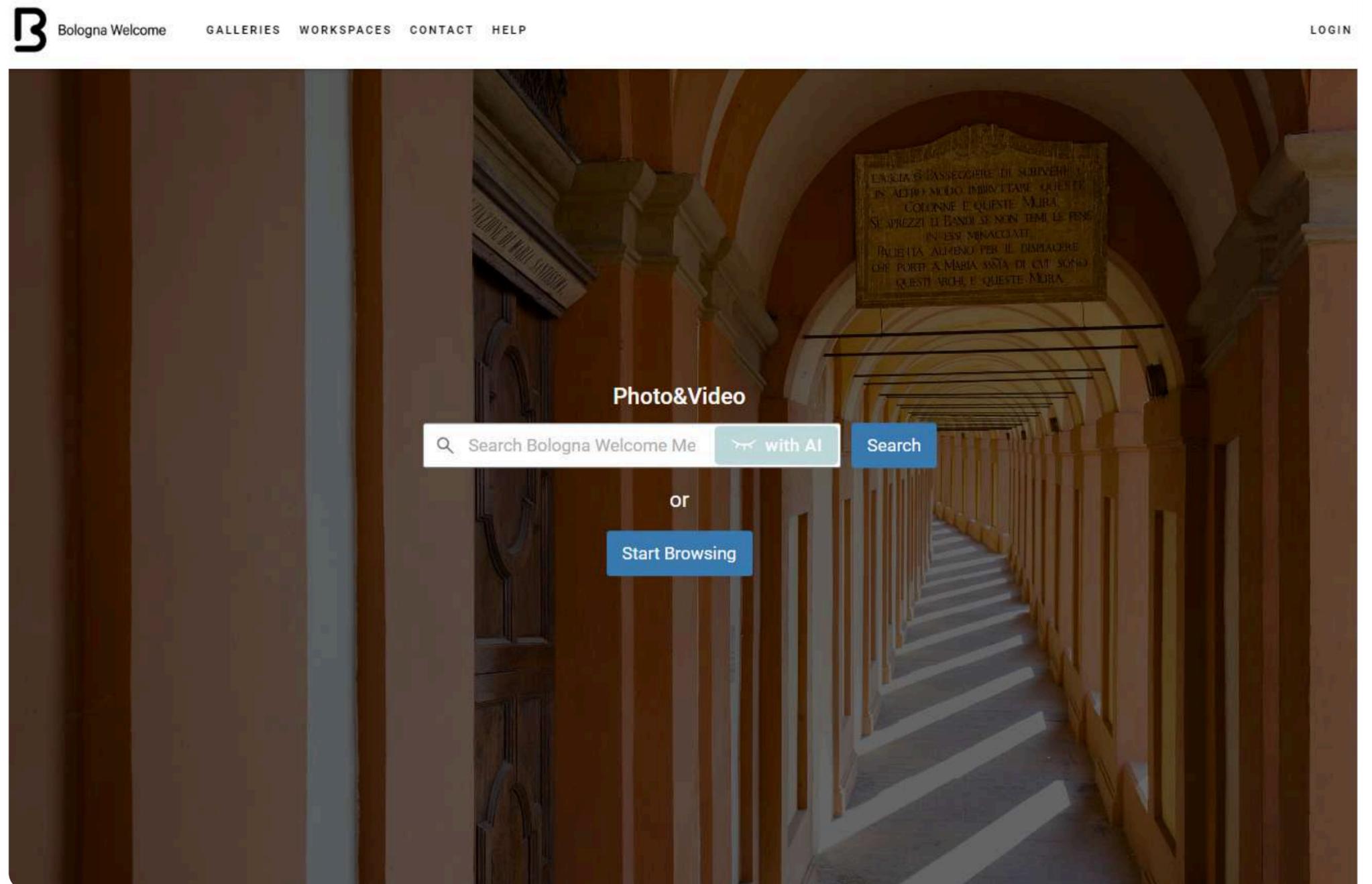
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"Treno della Barca"

Piattaforma di distribuzione materiali multimediali

- Lancio di piattaforma web di visualizzazione e distribuzione contenuti multimediali
<https://bolognawelcome-media.photoshelter.com/index>



Nuovo merchandise

- Realizzazione di nuovi prodotti di merchandise della linea èBologna:
<https://www.bolognawelcome.com/en/information/gift-shop->



E nella seconda metà dell'anno?

- Eventi MICE e collaborazione con operatori privati
- Nuovi prodotti (es: tour UNESCO, cultura, natura, outdoor e cicloturismo)
- Supporto ad eventi
- Realizzazione fiere e workshop
- Campagne promozionali
- Racconto del territorio attraverso le eccellenze
- Creazione, evoluzione e stampa nuovi materiali promozionali



Grazie

Giovanni Arata