

.IT'S ART

EUROPEAN LAUNCH PRESENTATION

01

Overview

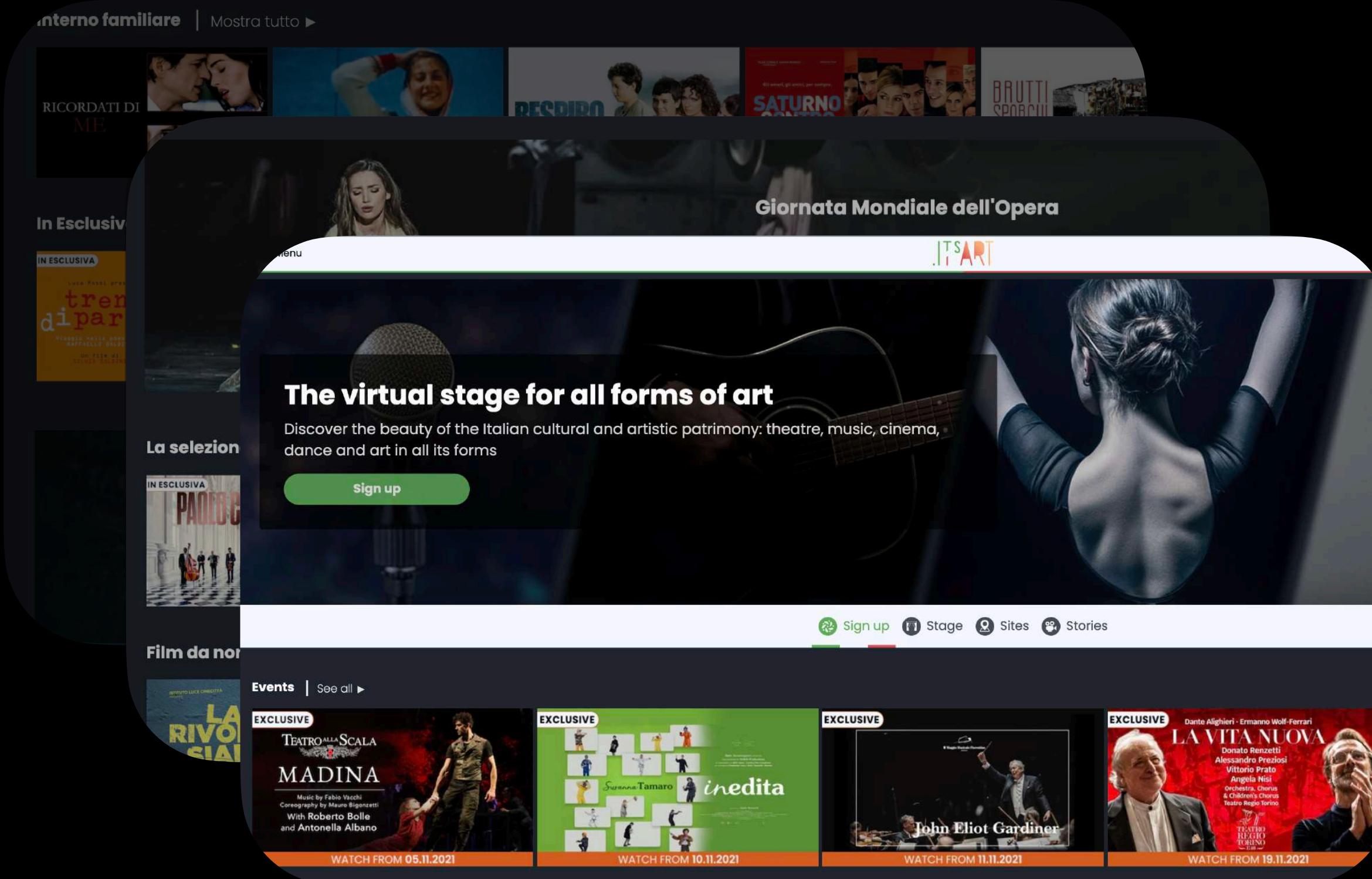
.ITSART



.ITsART

About

- ITsART is the brand-new global streaming platform **born to spread and support Italian artistic and cultural heritage all over the world**. The project is promoted by the **Italian Ministry of Culture**, with **Cassa Depositi e Prestiti** and the technology partner **Chili**.
- Thanks to the many **cultural institutions that already joined the platform**, ITsART offers an extensive world-class library of live and on-demand contents, representing one of the most important digital distribution channels for Italian culture.



- **BECOME** the major platform of distribution of live and on-demand contents representing Italian culture.
- **HOST** every expression of culture and arts: from traditional styles to experimental new languages.
- **GUARANTEE** the best technology to give access to contents and the higher promotional expertise.
- **COOPERATE** with organizations, institutions, public and private associations offering a new opportunity to enhance the tangible and intangible heritage of our country.
- **CREATE** economical value and incremental flows, generating structural support to the industry.

TARGET MARKET IN THE CHANGING WORLD (1/2)

The health care crisis caused massive losses in the industry....

~ 90%

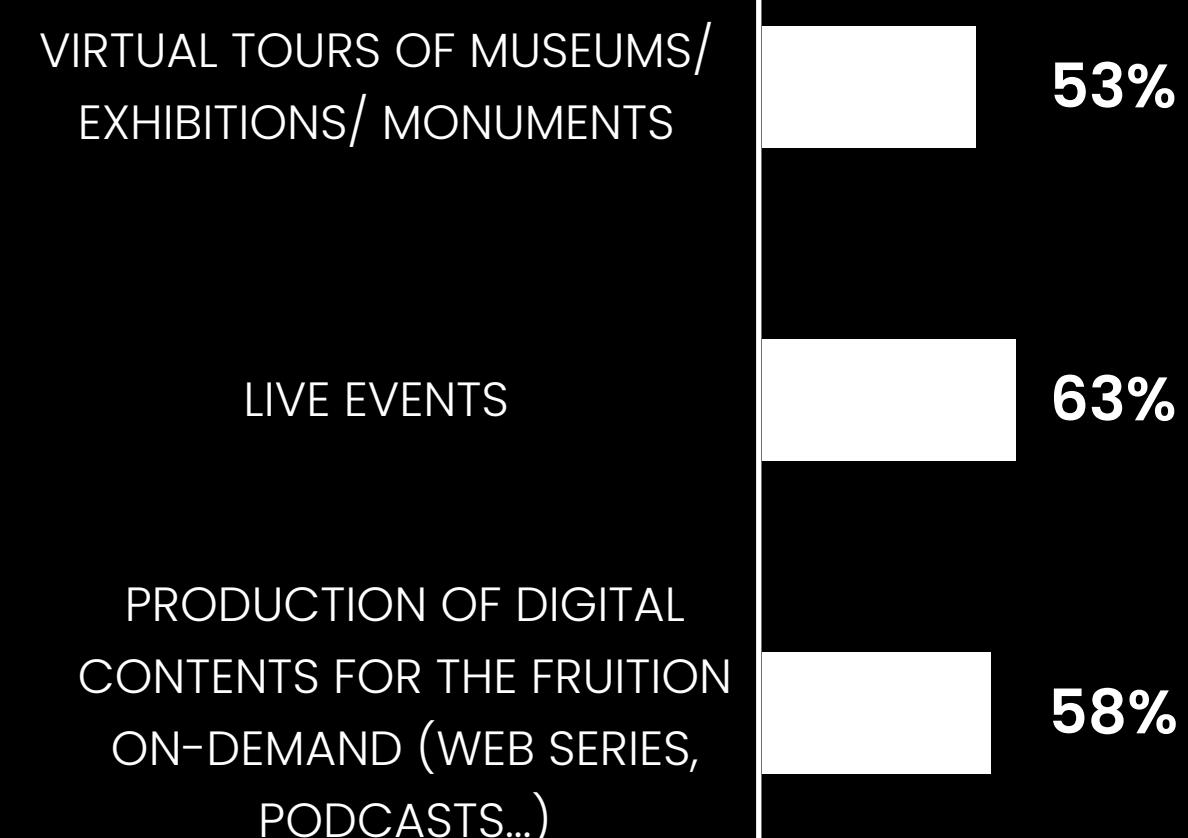
drop in turnover of cultural institutions compared to 2019¹

...which tried to face it with uncoordinated initiatives

~ 83%

institutions that have implemented remote services

TYPE OF REMOTE SERVICES OFFERED BY INSTITUTIONS²



ITsART stands in a unique market position as the virtual stage for Italian culture, globally.



NOTES: 1. Includes Italian museums, monuments and archaeological areas

2. Multiple choice question. Total does not make 100.

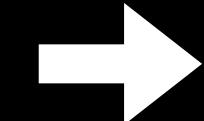
Source: Sole 24 Ore. Federculture market analysis of a database of institutions representing approximately 13 million people.

TARGET MARKET IN THE CHANGING WORLD (2/2)

EXPECTED GROWTH

~12 \$/bln

OTT market¹
in 2018



~75 \$/bln

OTT market¹
in 2026

OBSERVED BENEFITS

AREA

**ACCESS TO LIVE
AND DIGITAL
EVENTS**

DESCRIPTION

Digital viewing of soccer matches has increased the overall audience by adding a new distribution channel to live entertainment.

**VIRTUAL WINDOW
ONE-STOP SHOP**

In tourism, the spread of digital showcases has given to structures with less visibility an extra chance to enhance their assets.

In recent years, the Internet has generated about 70% of tourist bookings in Italy.

Using ITsART as a distribution channel, cultural institutions can enable new market flows, mainly incremental compared to traditional channels, simplifying the research by the final audience and making **ITsART become the digital one-stop shop of Italian Art and Culture.**

NOTES: 1. Over the Top: companies that provide - through the Internet - services, contents (mostly videos) and Apps.

Source: Sole 24 Ore. Federculture market analysis of a database of institutions representing approximately 13 million people.

More than
1275
titles

PROGRESSIVE GROWTH

+ 100
of the main cultural institutions

NEW PARTNERSHIPS EVERYDAY

+ 100.000
Registered users

More than 95.000
Hours of streaming



**More than 100 cultural institutions
already joined ITsART.**

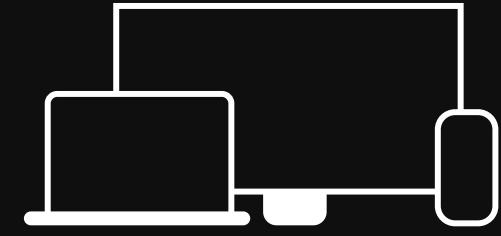
In less than six months, ITsART has managed to involve the main cultural organizations and institutions.

02

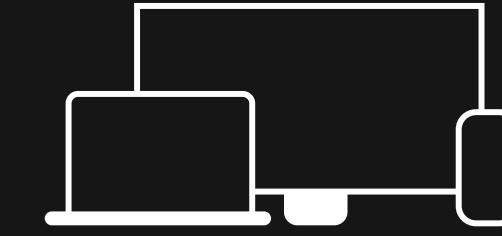
The Platform

.ITSART

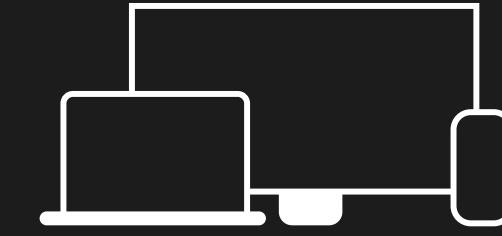
FREE REGISTRATION

FVOD

FREE REGISTRATION

AVOD

FREE REGISTRATION

TVOD**FREE:**

Contents and insights available in a totally free mode

WITH ADVERTISING:

Contents available in free mode and accompanied by advertising

RENT:

28 days to start viewing
and 48h from the first viewing

PURCHASE:

Perpetual rights, content forever available on any device

**LIVE:**

Purchase your ticket and wait until the countdown is over

DAYS HOURS MINUTES
00 **00** **00**



Contents and Features



DRAMA



OPERA



EXHIBITION



BALLET



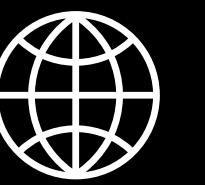
MUSIC



LIVE STREAMING



4K-8K QUALITY



MULTICOUNTRY

UP TO 5 DEVICES CONNECTED
WITH THE SAME ACCOUNT

MULTIDEVICE

- Website
- Smart TV App
- Chromecast
- App iOS, Android e Android tv (coming soon)

The virtual stage for all forms of art

Discover the beauty of the Italian cultural and artistic patrimony: theatre, music, cinema, dance and art in all its forms

[Sign up](#)

Search

Sign up Stage Sites Stories

Events | See all ▶

EXCLUSIVE TEATRO ALLA SCALA MADINA Music by Fabio Vacchi Coreography by Mauro Bagnetti With Roberto Bolle and Antonello Alba WATCH FROM 05.11.2021

EXCLUSIVE SUSANNE TAMARO inedita WATCH FROM 10.11.2021

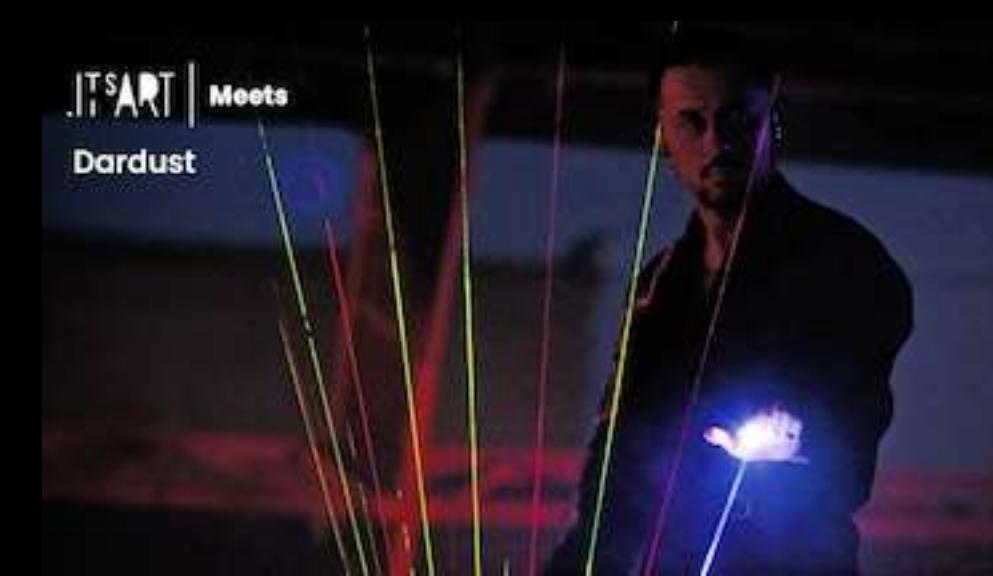
EXCLUSIVE John Eliot Gardiner WATCH FROM 11.11.2021

EXCLUSIVE Dante Alighieri - Ermanno Wolf-Ferrari LA VITA NUOVA Donato Renzetti Alessandro Preziosi With Stefano Secco and Angela Nisi Orchestra, Chorus & Children's Chorus Teatro Regio Torino WATCH FROM 19.11.2021

EXCLUSIVE Zubin Mehta Celio Beethoven (opere n. 1, n. 2, n. 6)

.ITsART | Meets

Meet the protagonists of Italian art and culture with **ITsART Meets** exclusive interviews.



03

Library

.ITSART

Le divine donne di Dante - Neri Marcorè

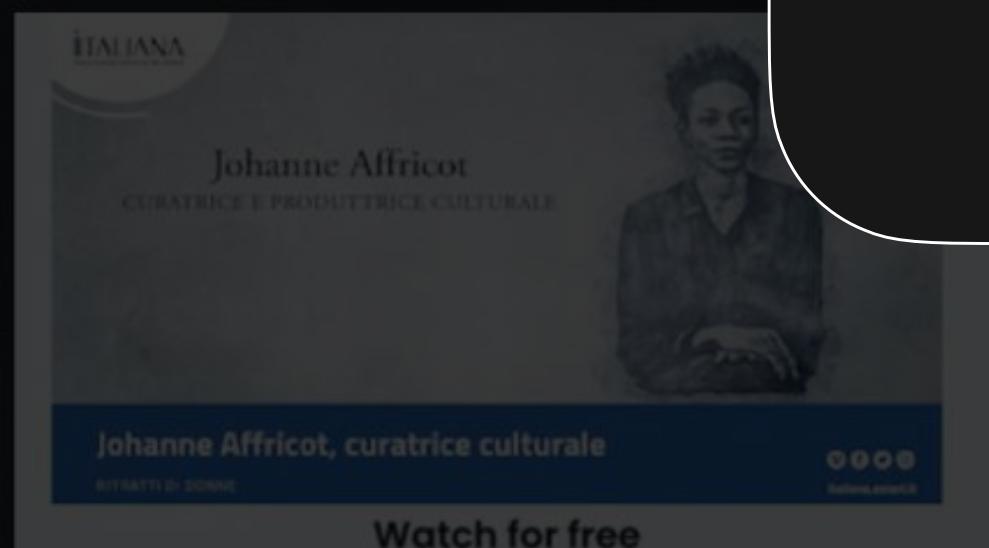


The weekly pick | See all ▶



STAGE

- DRAMA
- MUSIC AND CONCERTS
- DANCE AND BALLET
- OPERA AND SYMPHONIC MUSIC

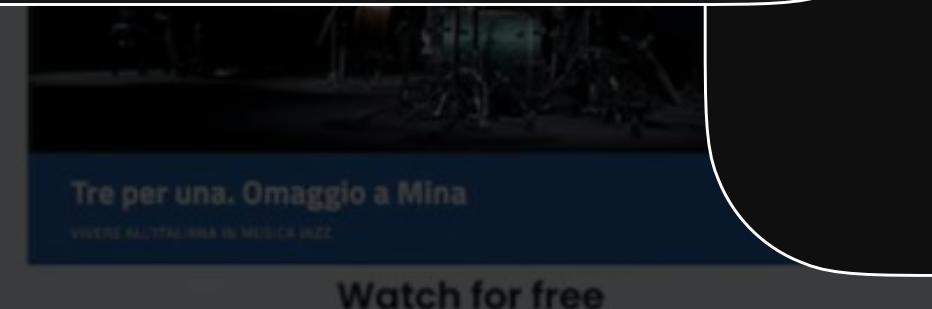


Watch for free



SITES

- DOCUMENTARIES, MOVIES AND DOCUSERIES ABOUT ITALIAN PLACES
- MUSEUMS' VIRTUAL TOURS
- ARCHAEOLOGICAL TOURS



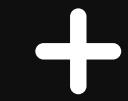
Watch for free

Le divine donne di Dante - Neri Marcorè

to the stage a must-see show that homages, between endecasyllables and songs, to the great poet of the Divine Comedy.

STORIES

- AWARDED MOVIES
- DOCUMENTARIES AND BIOPIC OF ITALIAN DIRECTORS, ARTISTS AND CULTURAL ICONS
- DESIGN AND ARCHITECTURE DOCUMENTARIES AND DOCUSERIES



Focus On
STAGE

.ITSART



Madina

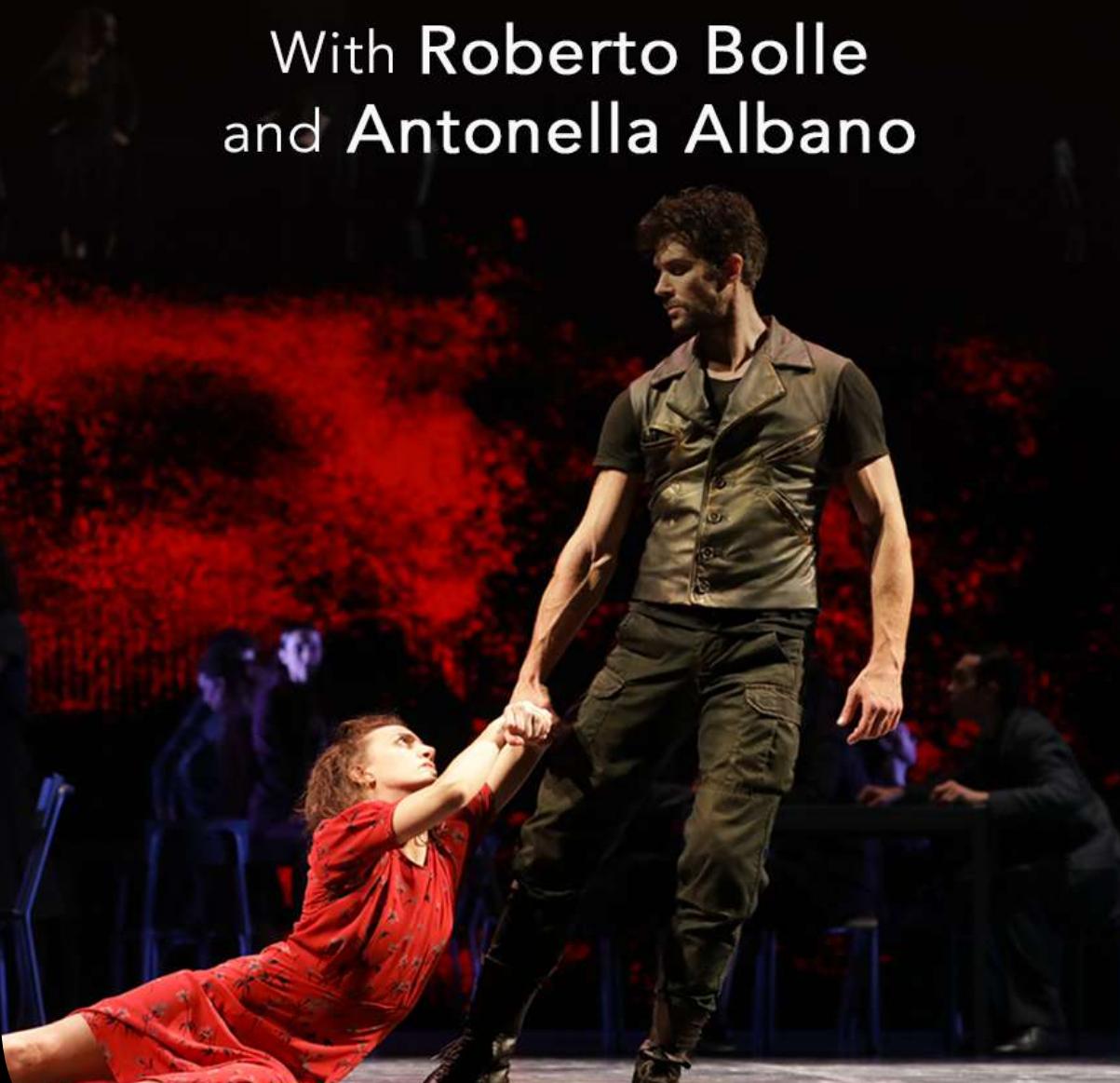


TEATRO ALLA SCALA

MADINA

Music by Fabio Vacchi
Coreography by Mauro Bigonzetti

With **Roberto Bolle**
and **Antonella Albano**

**(SUB ITA; EN; FR; DE; ES)****EXCLUSIVE**

The new production of Teatro alla Scala combines theatre, song and dance, with an unprecedented Roberto Bolle in the role of the villain. The musical composition is by Fabio Vacchi, with choreography by Mauro Bigonzetti; Maestro Michele Gamba conducts the Teatro alla Scala Orchestra and Chorus.

Based on the novel inspired by a true story "The Girl Who Wouldn't Die" by Emmanuelle de Villepin, who also wrote the libretto, the opera focuses on the drama of terrorism and free will: the young Madina, a kamikaze not by her own choice, decides not to kill, does not want to die, and so stands up to the destiny imposed by her family. She is a contemporary heroine who suffers, is exploited and raped by the soldiers of her country's occupying forces, but manages to react with surprising dignity.

Antonella Albano manages to be Madina's soul, while Roberto Bolle is the fanatical and violent uncle who, unable to bear the shame of a raped niece, will force her to become a kamikaze in order to purify herself and free her family.

All artistic forms are involved in this production: alongside Roberto Bolle and Antonella Albano, on stage Martina Arduino and Gioacchino Starace, in the roles of Olga and Louis, Gabriele Corrado as Sultan and the artists of the Corps de Ballet of the Teatro alla Scala directed by Manuel Legris, in a theatrical and sound landscape inhabited by the voices of actor Fabrizio Falco and singers Anna-Doris Capitelli and Chuan Wang.

concerto
musicPLATINUM
s.r.l.

BMG

EXCLUSIVE

(SUB ITA; EN; FR; DE; ES)

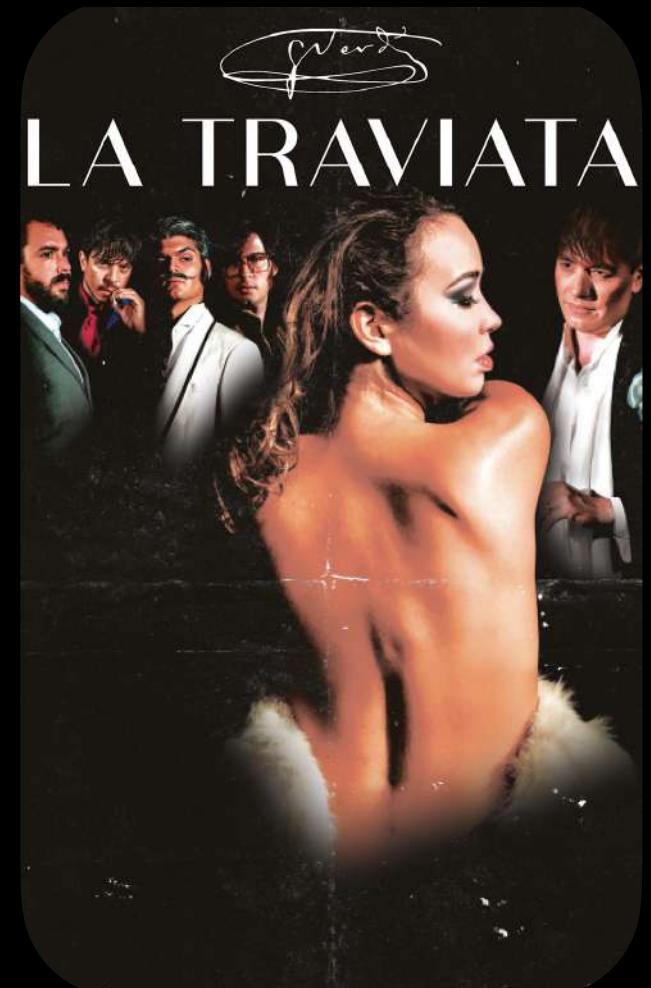
Paolo Conte is the protagonist of a fascinating sensory experience, bringing on stage in the splendid setting of The Hall of Diana, heart of the prestigious Reggia of Venaria Reale, a concert that comes to life from rhythm, virtuosity, and rigorous musical research.

With his irresistible charm and unmistakable voice, accompanied by an orchestral ensemble of 11 exceptional musicians, the Maestro takes us into a very high artistic and aesthetic level musical journey, a perfect combination born from the encounter of music and words.

Rhythm, musical timing that follow and alternate one another, always remaining perfectly fluid, will accompany the viewer throughout the duration of the concert, immersing him in the atmospheres of the famous and memorable "contiani" tours.

Musicians: Nunzio Barbieri (Guitars), Lucio Caliendo (Oboe, Bassoon), Claudio Chiara (Alto Sax, Flute, Accordion, Keyboards), Daniele Dall'Omo (Guitars), Daniele Di Gregorio (Drums, Percussion, Marimba), Luca Enipeo (Guitars), Francesca Gosio (Cello), Massimo Pitzianti (Accordion, Bandoneon, Baritone Sax, Piano, Keyboards), Piergiorgio Rosso (Violin), Pierre Steve Jino Touche (Double Bass), Luca Velotti (Soprano Sax, Tenor Sax, Flute, Clarinet).

EXCLUSIVE



GIUSEPPE VERDI

La Traviata



NERI MARCORÈ

Le divine donne
di Dante

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CLAUDIO BAGLIONI

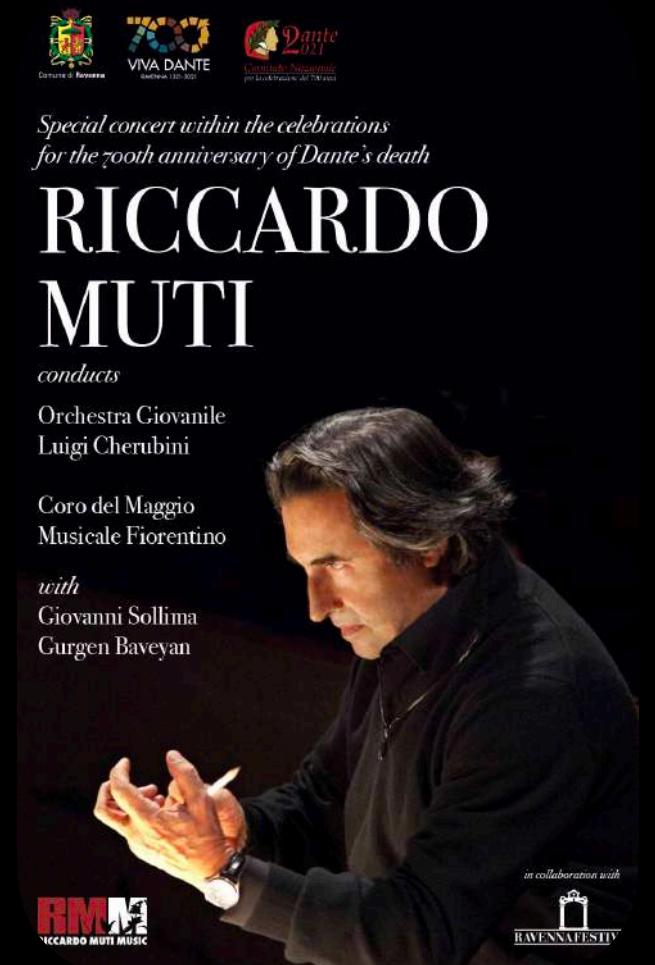
In questa storia
che è la mia



ANTONIO CALENDÀ

Le Nuvole di
Aristofane

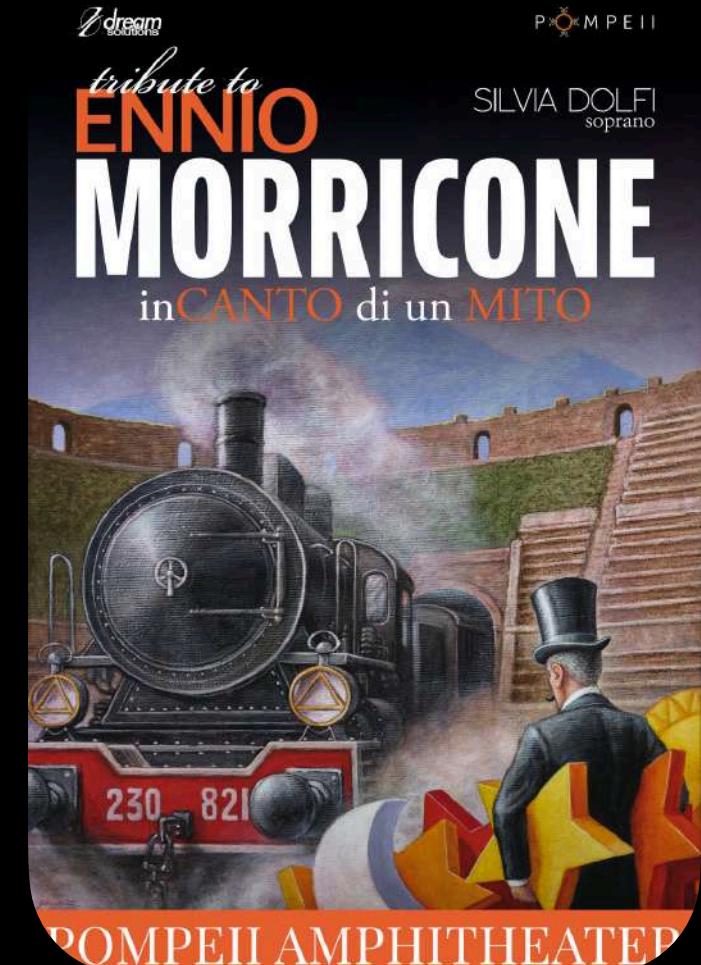
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RICCARDO MUTI

Concert for
Dante

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TRIBUTE TO ENNIO MORRICONE

InCanto di un Mito

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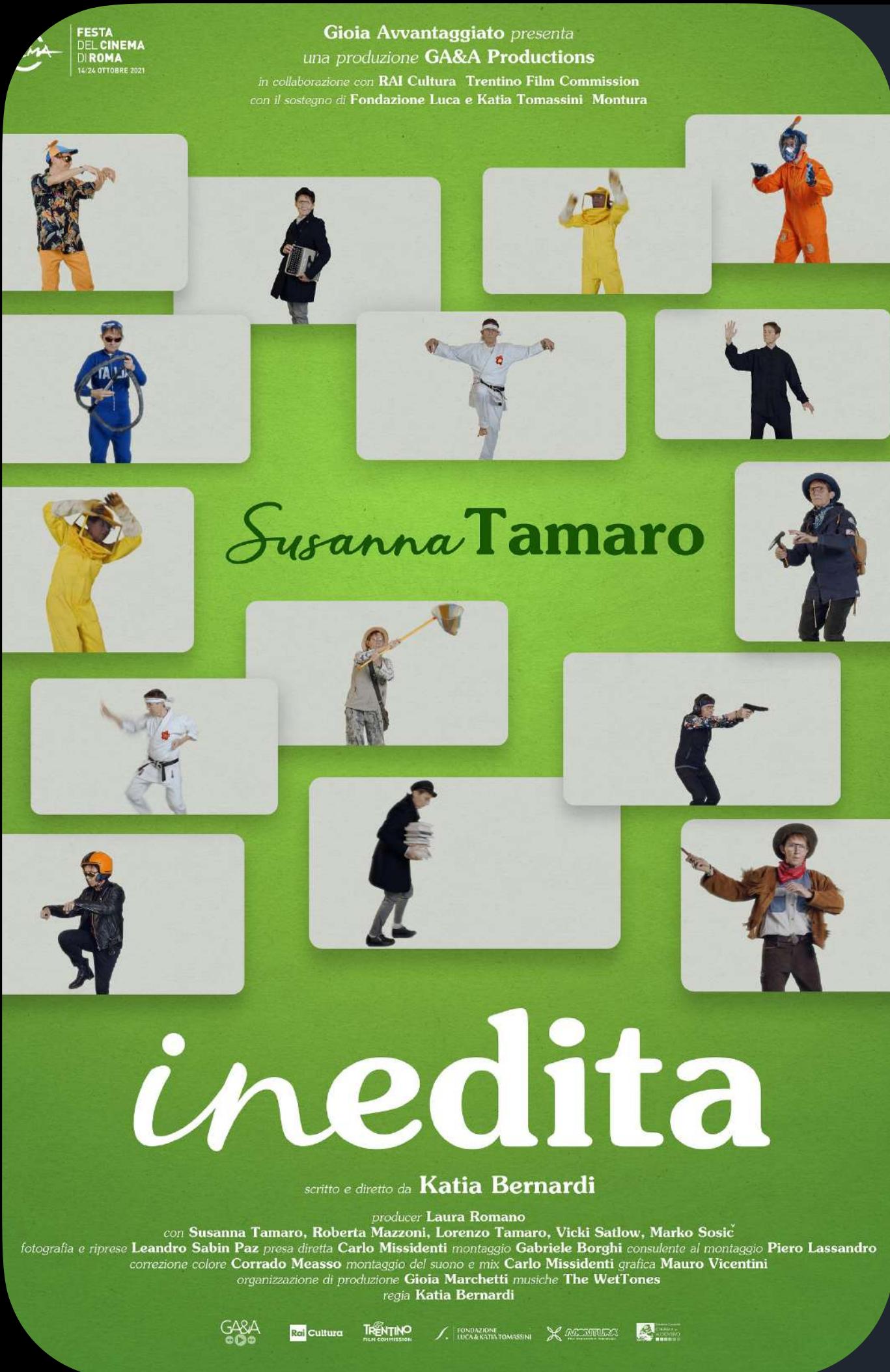
REINCANTO

La notte della
Taranta

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**Focus On
STORIES**

.ITSART



EXCLUSIVE

(SUB ITA; EN; FR; DE; ES)

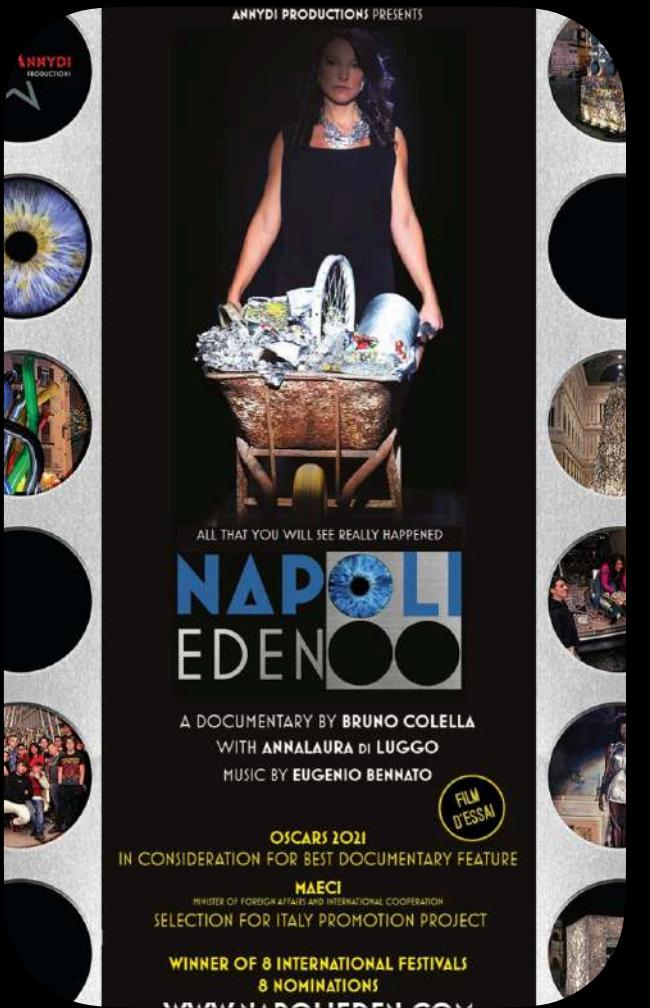
Susanna Tamaro, author of "Follow Your Heart", a publishing phenomenon with 18 million copies sold worldwide, is one of the most widely read Italian writers of all time. Her 30 years of career are marked by an undetected disorder diagnosed only a few years ago, on the cusp of her 60th birthday: Asperger's Syndrome. This film explores the creative world of Susanna Tamaro, an intimate and light-hearted portrait of an extraordinary woman who talks about herself for the first time.



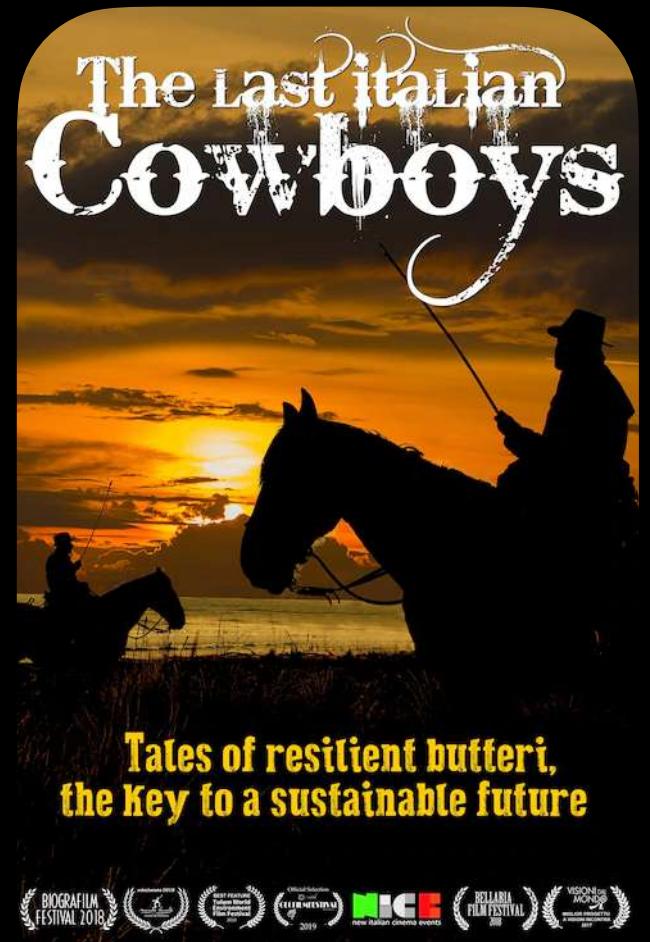
(SUB ITA; EN; FR; DE; ES)

A thrilling journey through the world of Renato Casaro, one of the most important living illustrators that the world's film poster industry has ever known. The artist reveals sketches, memories, posters, and personal feelings regarding the golden age of Italian cinema and its personalities. Extraordinary tales from a world that no longer exists, but which takes us far away, leaving behind an adventurous and all-consuming nostalgia.

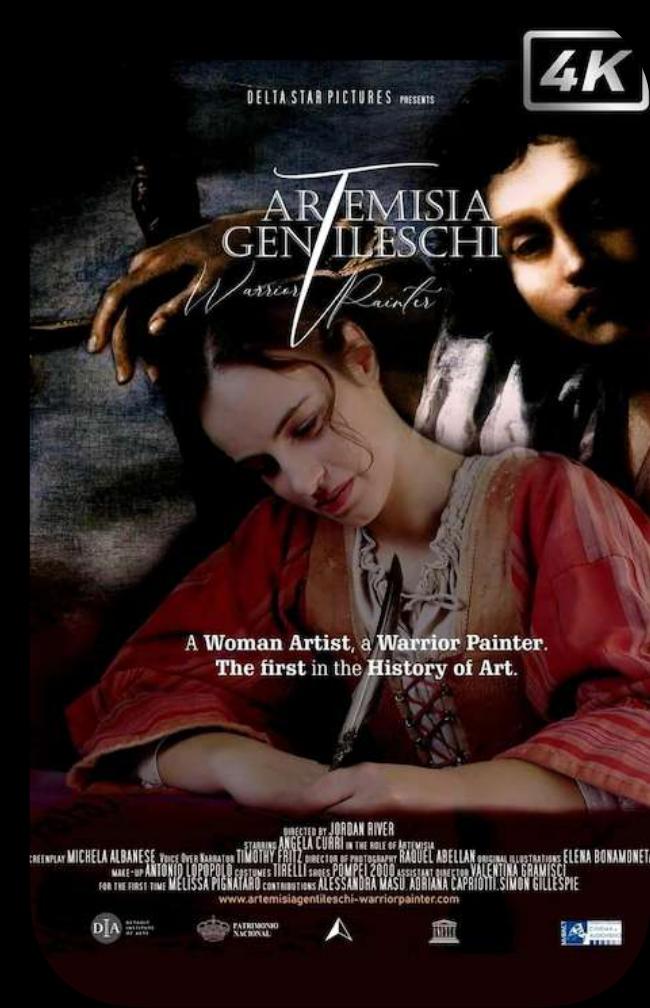
EXCLUSIVE



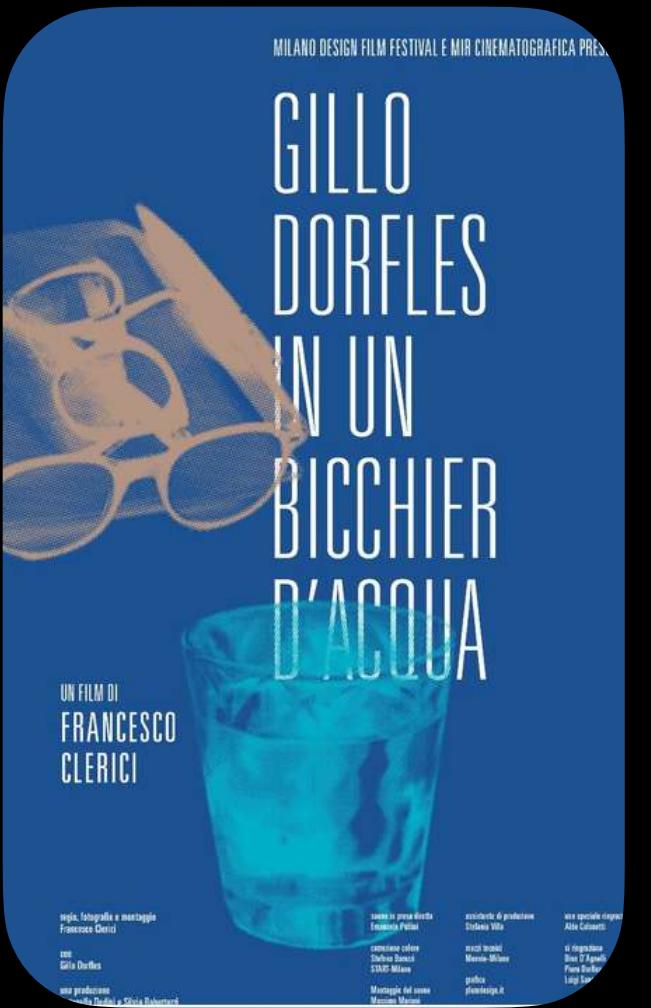
NAPOLI EDEN



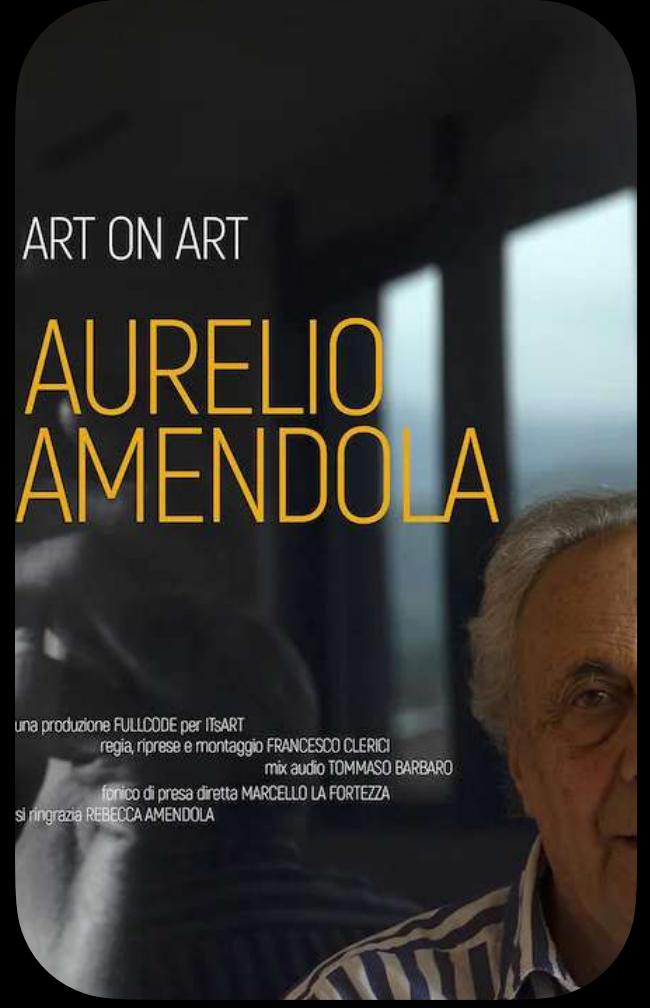
THE LAST ITALIAN
COWBOYS



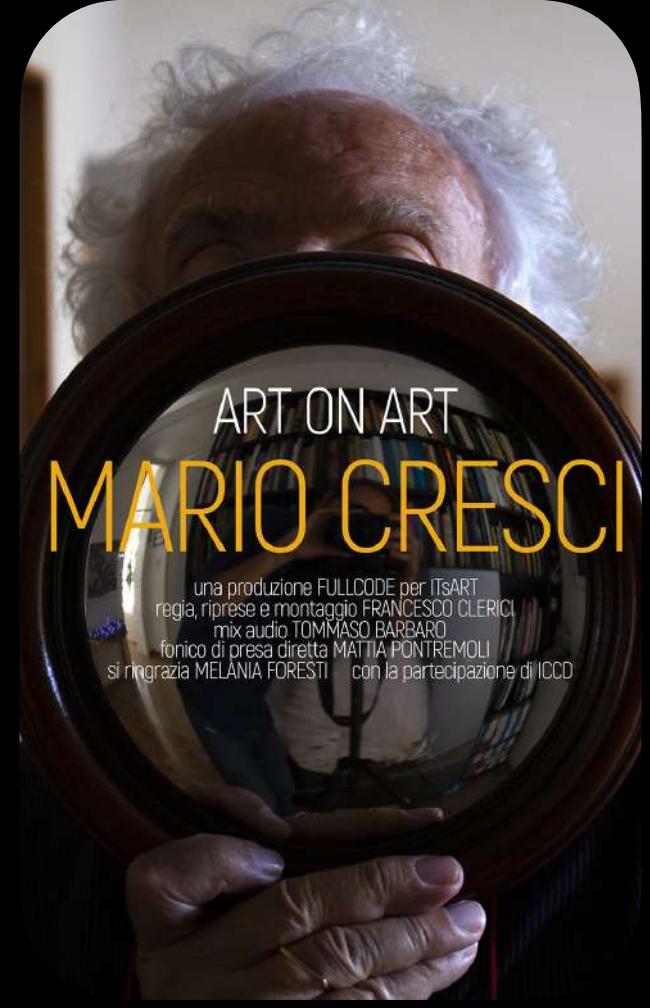
ARTEMISIA GENTILESCHE,
WARRIOR PAINTER



GILLO DORFLES.
OBJECTS/CHARACTERS



ART ON ART
AURELIO AMENDOLA



ART ON ART
MARIO CRESCI

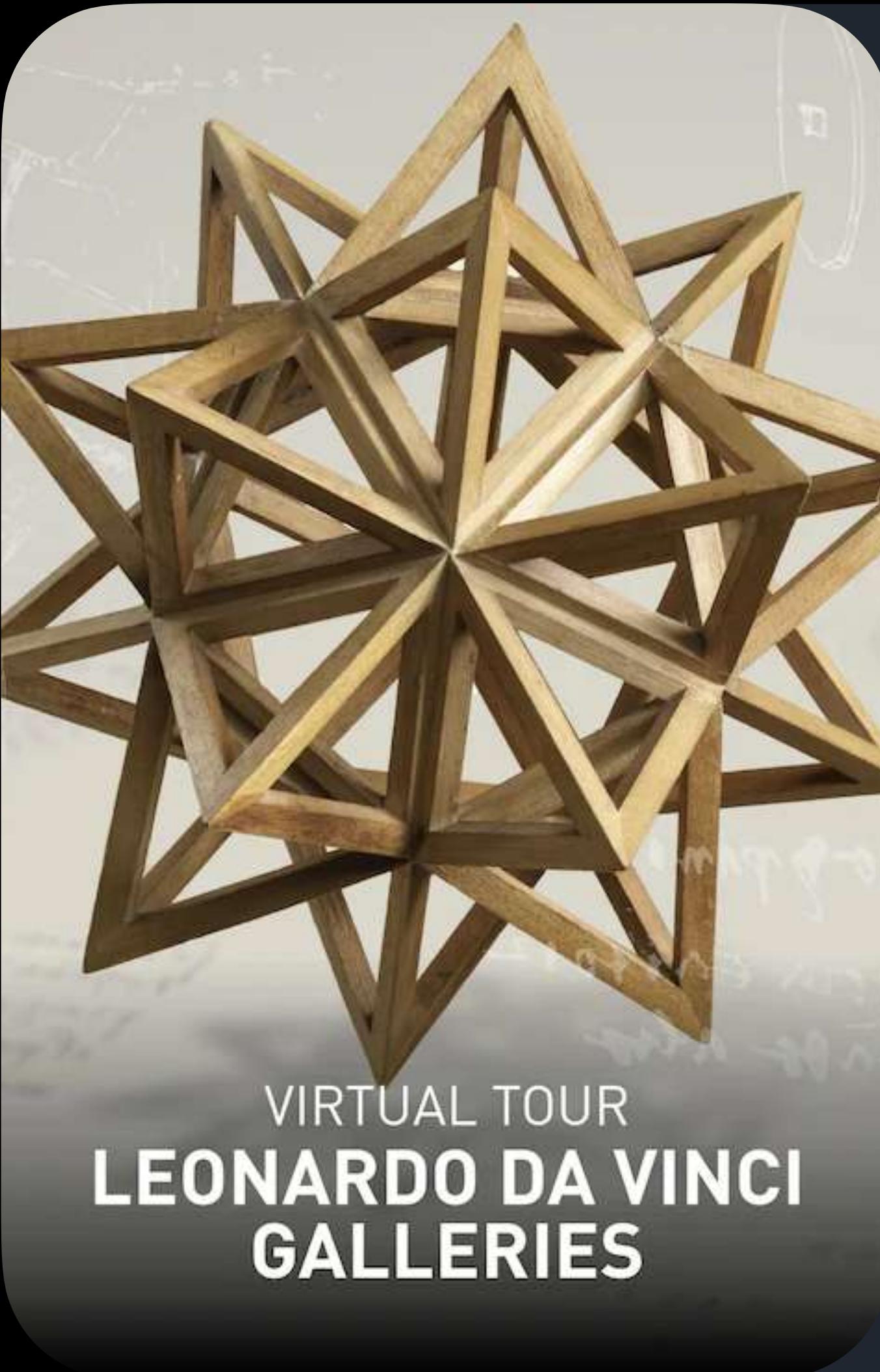
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Focus On
SITES

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**EXCLUSIVE****(SUB ITA; EN; FR; DE; ES)**

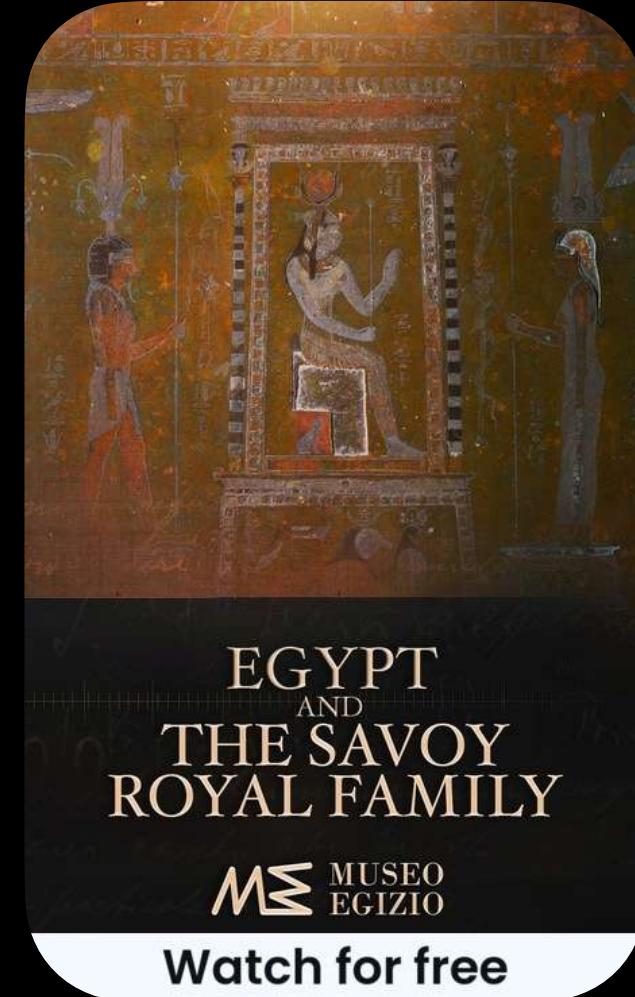
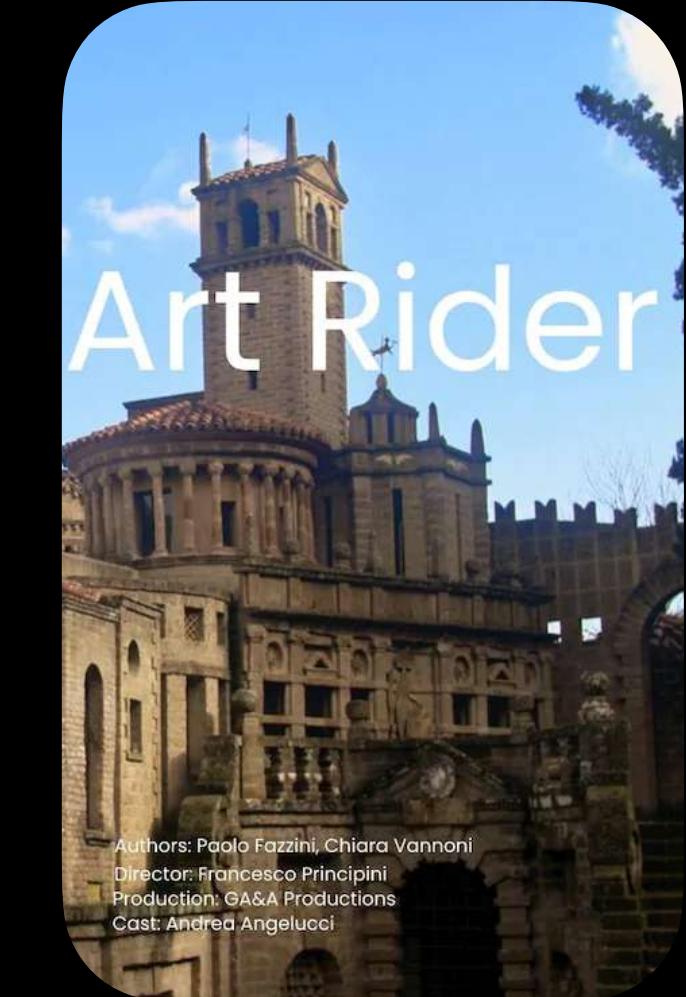
A spectacular setting accompanies you on a journey that, starting from the Florence of the fifteenth century, traces the training of Da Vinci and the influence of Tuscan engineers up to his stay in the Milan of the Sforza. A journey through the art of war, work and production, flight, waterways, and architecture that ends with a perspective on Da Vinci's influence on Lombard Renaissance painting and an immersive installation dedicated to drawings of the last period of Da Vinci's activity.

More than 1,300 square meters and 170 historical models, works of art, antique volumes and installations that bring the exhibition's narrative to life.



Sites

EXCLUSIVE



RAFFAELLO A
CAPODIMONTE
L'OFFICINA DELL'ARTISTA

WAITING FOR
COCKAIGNE

ART
RIDER

THE WONDERS
OF THE MUSEO EGIZIO

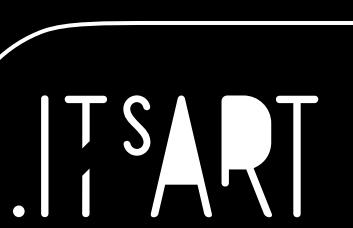
.ITSART | Meets



CDP's participation is provided by the Relaunch Decree (art.183) at the instigation of MiC. The initiative is consistent with the provisions of CDP's Business Plan in the cultural sphere, to promote innovation and digitalization, and pursues Goals 8 and 9 of the United Nations 2030 Agenda.



The mission entrusted to the NewCo created with CHILI is to bring Italian Culture all over the world via an innovative platform. CHILI, in the selection process, has guaranteed coverage, already in operation with its service, of 65% of the European market (Italy, UK, Germany, Austria and Poland), also bringing in dowry partnership contracts with all the stakeholders necessary to provide for the global distribution of the service.



Cultural Institutions and Partners

Accademia Nazionale di Santa Cecilia
Accademia Perduta - Romagna Teatri
Accademia Teatro alla Scala
Adi Design Museum
AFIC Associazione Festival di Cinema Italiani
AkiFilm
Albatros Film
Amici di Paganini
AMOD / Premio Zavattini
APS Signs Contemporary Lab
APT Basilicata
Ara Pacis
Archivio Luce
Armani Silos
Art Backers Srl
Art+Vibes
Artribune
Associazione Alessandro Scarlatti
Associazione Culturale Art&Network
Associazione culturale Mondi Visuali
Associazione Culturale Proxima Res
Associazione culturale Tra il dire e il Fare- La luna nel letto
Associazione Culturale Xenia
Associazione Eclettica cultura dell'arte
Associazione Le Belle Arti / Artepassante
Associazione LIS LAB Performing Arts
Associazione Opificio Sonoro
Associazione Teatro di Roma - Teatro Argentina
Associazione Teatro Potlach

Auditorium Parco della Musica Roma - Musica per Roma
Bass Culture srl
Berta Films
Bologna Welcome / Bologna Estate
Bomarzo
Bozzolo
Brando Quilici
Brescia Musei
BTCL (Augias-Musica + Arte)
C Major
C&C Company e Chiara Osella
Ca' Romanino
CAMERA Centro Italiano di Fotografia
Camera Nazionale della Moda
Carrozzeria Orfeo
Casa Museo Boschi di Stefano
Catacombe di Napoli
Cenacolo Vinciano
Centro di Documentazione Ebraica
Centro Pecci per l'Arte Contemporanea
CG Entertainment
Cineteca di Milano / TVM
Cirko Vertigo
Città Teatro Riccione
Civica Scuola Cinema Visconti
Civica Scuola Claudio Abbado
Civica Scuola Paolo Grassi
Clerici
co_atto Milano

Collettivo Zero
Collezione Gori
Compagnia Artemis Danza
Compagnia blucinQue
Compagnia Diritto e Rovescio
Complesso Monumentale della Pilotta
Comune di Assisi
Comune di Bari
Comune di Genova /Rolli Genovesi
Constitutional Circus
CRAC Puglia
EMA Vinci Records
Emanuele Piccardo Arch Photo Channel
Emnuela Mascherini
Eskape Music Srl
ESYO Orchestra Artemide Films
Evolution Dance Theater
Expo Dubai - Uto Ughi in concerto
FAI
Fandango
Fara Music Festival
Farm Cultural Park
Ferrara Sotto le Stelle
Festival della Letteratura di Viaggio
Festival della Mente
Festival La mia Generazione
Filarmonica di Trento
Filarmonica Gioacchino Rossini
Fincantieri

Fish-Eye Digital Video Creations
Fiumi Studios
Flavia Parnasi e Mario Sesti
Fondazione Alinari per la Fotografia
Fondazione Arena di Verona
Fondazione Banco di Napoli
Fondazione Benetton
Fondazione Burri
Fondazione Campania dei Festival
Fondazione Carditello
Fondazione Cini
Fondazione Cirulli
Fondazione Emilio Vedova
Fondazione ENI
Fondazione ESSO
Fondazione Fabbrica Europa
Fondazione Federico Zeri BolognaCinema Roma / Buio in Sala
Fondazione Furla
Fondazione Giacomo Puccini
Fondazione Inda
Fondazione Lirico Sinfonica Petruzzelli
Fondazione Luigi Bon
Fondazione Made in Cloister
Fondazione Matera-Basilicata 2019
Fondazione Merz
Fondazione Modena
Fondazione Museo Pino Pascali
Fondazione Nicola Trussardi
Fondazione Olivetti



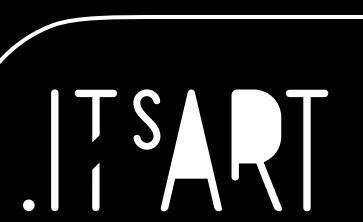
Cultural Institutions and Partners

Fondazione Peggy Guggenheim
Fondazione Pistoletto Città dell'Arte
Fondazione PLART
Fondazione Prada
Fondazione Ravello
Fondazione Romaeuropa Arte e Cultura
Fondazione Sciola
Fondazione Società dei Concerti
Fondazione SoutHeritage per L'arte contemporanea
Fondazione Teatro Stabile di Torino
Fondazione Vico Magistretti
Fondazione Zegna
Foolica
Francesco Cordio
Franz Cerami
Friends & Partners
Fucina Madre - Matera (Venice Design Week)
Gaea
Galleria Borghese
Galleria Continua
Galleria d'Arte Moderna e Contemporanea di Roma
Galleria d'Italia - Intesa Sanpaolo
Galleria Nazionale delle Marche Urbino
Galleria Nazionale di Arte Antica Barberini e Cosini
Gallerie degli Uffizi
Giffoni Film Festival
Golden Show Trieste
Grotte di Frasassi

Habanero Films
Hangar Bicocca
Home Movies
I Bugiardini - Compagnia Stabile di Teatro
I Wonder Pictures
ICCD
IDEA SHOW srl
I-Jazz
IMF-International Music Festival Foundation
Indoru Boutique del Suono
Insolito Cinema
Instabili Vaganti Experimental Theatre
Intramovies
Istituto Luce
Jacopo Fo srl
Jago
Just Wanted srl
Kine Films
Kinebottega Kubi Film
La Effe
La Notte della Taranta
La Strada Produzioni srl
La Tempesta
La Tenda Rossa
Lab80
Labirinto di Franco Maria Ricci
Lamezia Film Festival
LAMP Movie Casa cinematografica
l'APS Signs Contemporary Dance Lab

L'Arte racconta l'Arte
LCN SRL
Lenz Fondazione
Lilium Distribution Simona Garibaldi
LUMPEN associazione culturale
Maeci - Ministero degli Affari Esteri
e della Cooperazione Intern.
Maestro Muti
MaGa Production
Maggio Musicale Fiorentino
MAMBO
Marche Teatro
MART di Rovereto
MAXXI
Meet Digital Culture Center
MEF - Museo Ettore Fico
MEI
MEIS Museo Nazionale Dell'Ebraismo Italiano e della Shoah
Memoriale della Shoah di Milano
Meola
Mir Cinematografica
Mittelfest
MTDA - Accademia di Recitazione per Ragazzi
MTM - Manifatture Teatrali Milanesi
MUDEC - Museo delle Culture di Milano
Museimpresa
Museion Bolzano
Museo Archeologico Nazionale di Napoli
Museo Archeologico Nazionale di Reggio Calabria
Museo Archivio Laboratorio per le Arti Contemporanee H.
Nitsch

Museo Bagatti Valsecchi
Museo del '900
Museo del Novecento Firenze
Museo Diocesano
Museo e Real Bosco di Capodimonte
Museo Egizio a Torino
Museo Madre-Fondazione Donnaregina per le
Arti Contemporanee
Museo Nazionale della Scienza e della Tecnologia Leonardo
da Vinci
Museo Nazionale Etrusco di Valle Giulia
Museo Triennale Design Milano
Museo Archeologico N. TA
Music Innovation Hub
Naxos
Niafunken Srl
No Borders Music Festival
Nuova Orchestra Scarlatti
Nuovo Teatro Verdi di Brindisi
Officina Pasolini
Oltheatre
Opera Streaming
Orchestra Filarmonica Campana
Orchestra Sinfonica di Milano Verdi
PAC Milano
Paganini festival di Genova
Palazzo Ducale di Genova
Palazzo Grassi
Palazzo Merulana
Palazzo Strozzi



Cultural Institutions and Partners

Pantheon
Parco Archeologico del Colosseo
Parco Archeologico di Pompei
Parco Archeologico Naxos Taormina
Parco Cinque Terre
Parco dei Mostri di Bomarzo
Parco della Maremma
Parco della Val d'Orcia
Parco dello Stelvio
Parco Delta del Po
Parco di Portofino
Parco Dolomiti Bellunesi
Parco Dolomiti Friulane
Parco Grand Paradiso
Piano City Milano
Piccolo America
Piccolo Teatro
Pistoia Blues
Politeama Genovese
Ponderosa
Premiere Films
Premio Paganini
Project Tuscia
Pulse Films Italia
Raffaello Fusaro
Rai
Ravenna Festival
Reggia di Caserta
RIF-Museo delle Periferie

Rogiosi Editore
RomaOra
Rossini ART SITE
Rossini Opera Festival
Santa Maria Maggiore
Santarcangelo Festival
Sapao
Sardegna Teatro
Scabec S.p.A. Regione Campania
Scuderie del Quirinale
Sguardi altrove
Skira
Slingshot Film
Soluzionimuseali
Spazio Murat
Spinelli
Spoleto Festival dei 2 mondi
Start SRL
Storia in rete
Studio Azzurro Produzioni
Sugarmusic
Sutri - Parco Naturale Regionale dell'Antichissima Città di Sutri
Sydonia
Teatro alla Scala
Teatro Arcimboldi
Teatro Bellini di Napoli
Teatro Biondo di Palermo
Teatro Carlo Felice di Genova Teatro Comunale di Bologna
Teatro Comunale di Modena

Teatro del Buratto
Teatro della Toscana
Teatro dell'Opera di Roma
Teatro di San Carlo - Stagione Estiva
Teatro Elfo Puccini
Teatro Eliseo Barbareschi
Teatro Fraschini di Pavia
Teatro Koreja
Teatro La Fenice
Teatro Massimo Bellini di Palermo
Teatro Menotti
Teatro Mercadante/Stabile
Teatro Nazionale di Genova
Teatro Parenti
Teatro Quirino
Teatro Regio di Torino
Teatro San Carlo
Teatro Stabile del Veneto Carlo Goldoni
Teatro Stabile delle Arti Medioevali
Teatro Stabile di Torino
Teatro Studio Krypton
Teatro Vascello Roma
Terracina Resti Romani e Museo Pio Capponi
The Blink Fish
Theatron 2.0
Threes Productions / Terraforma
Tico Films Tikkun SRL

Torino Film Festival
Triennale Teatro dell'arte
TV 2000
Umbria che Spacca
Vespro della Beata Vergine di Claudio Monteverdi @
Basilica Papale di Santa Maria Maggior
Videa
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