



MI Settembre Musica TO



**OUR CHALLENGE IS TO GET YOUNG PEOPLE
CLOSER TO CLASSICAL MUSIC AND STRENGTHEN
RELATIONSHIPS WITH EXISTING FANS.**




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THE ONLY THING
CERTAIN ABOUT
THE FUTURE
OF CLASSICAL MUSIC
IS THAT THE FUTURE
OF CLASSICAL MUSIC
IS UNCERTAIN.

“The Case for Engaging Millennials in Classical Music”
Alexander Nicholas Legeros

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An aerial night photograph of a city, likely Rome, showing a dense urban landscape with illuminated buildings and streets. In the foreground, a large, ornate monument with a quadriga statue on top is visible. The sky is a deep blue, and the city lights create a warm glow against the dark background. A dark, diagonal shape on the right side of the image serves as a background for the text.

**YOUNG AUDIENCES ARE
ALIENATED FROM
CLASSICAL MUSIC
AS A RESULT OF GROWING
UP IN A WORLD FULL
OF MAINSTREAM
DISTRACTIONS.**



**BUT THE TRUTH IS, PEOPLE ENJOY LISTENING TO CLASSICAL
MUSIC EVERY DAY WITHOUT EVEN REALISING.**

**...THROUGH MOVIES, GAMES AND ADDICTIVE
SERIES THAT BRING JOY AND KEEP ENTIRE POPULATIONS
UP AT NIGHT.**

We wanted to share that sad scene from The Lion King where Mufasa dies and there is really epic classical music, but we do not have the rights. Give it a watch again. We wonder if you will cry as much as we did...

Wisdom headphones

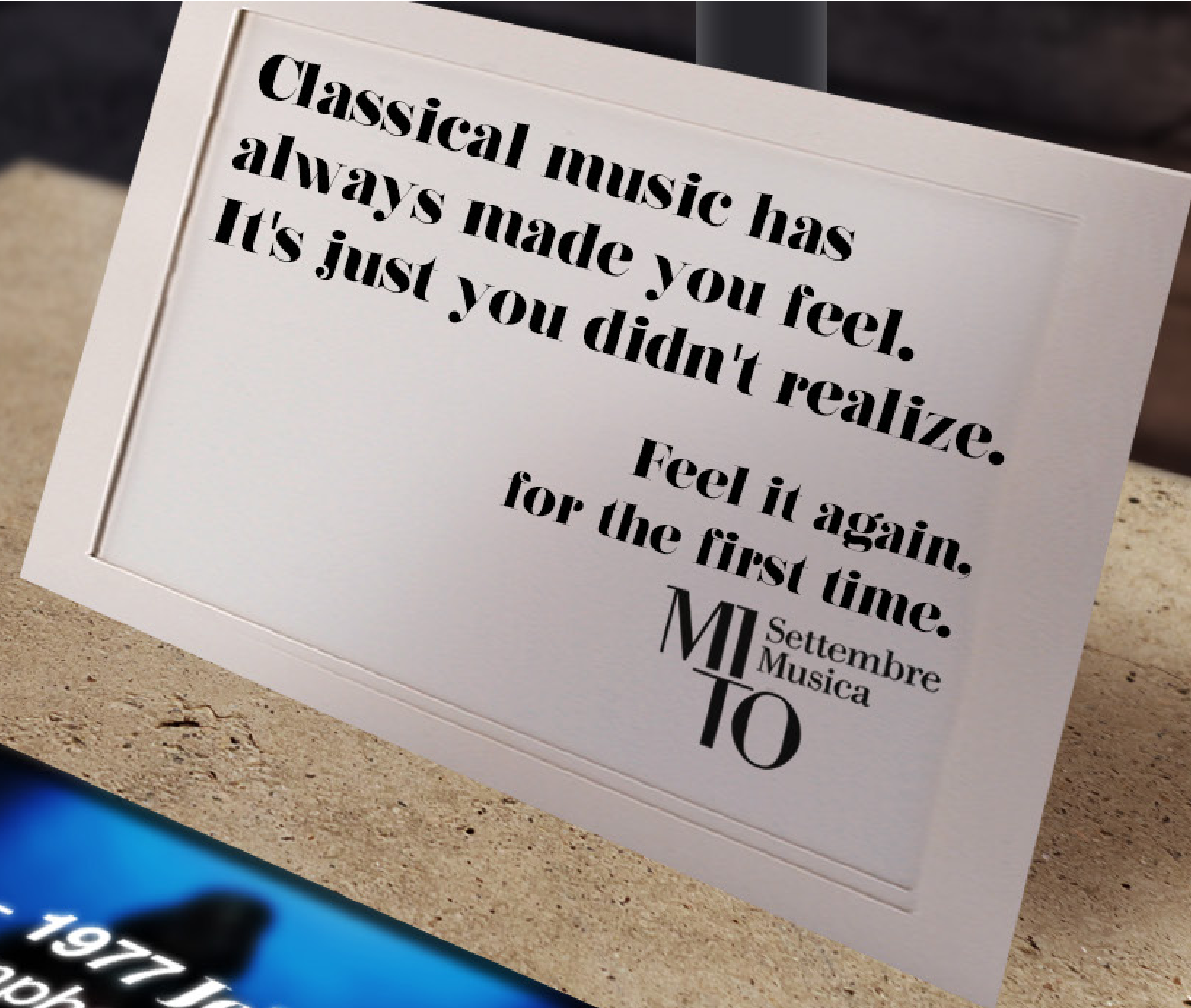
POSITIONED
ACROSS ITALIAN CITIES,

Standing proud, they will call upon
citizens, tourists, existing fans and
those who have no interest in classical
music to stand before them and
publicly experience classical music in a
completely new way.
Through waking their
inner drama lover.

Those who do, will be surprised with
and immersed in iconic
classical pieces of music
from pop culture, past and present:

*Kung Fu Panda, Pirates of the Caribbean,
Call of Duty, Pretty Woman. Game of Thrones,
The Good, the Bad and the Ugly:
Verdi, Ramin Djawadi,
Hans Zimmer, Ennio Morricone ...*





Let's unlock and reveal people's unknown love for a genre of music that has the power to make hairs on the back of your neck stand on end and give goosebumps like no other. Music that's been there with you since childhood. Music that's made you smile. Cry. And feel.

By doing so, this will act as an invite to the 2018 Mito Settembre Musica Festival where new found classical lovers can uncover more music and feel even more.



We will ask people to share their experience, and most importantly, new perception of classical music. This will form a video to be posted on behalf of Mito Settembre Musica's social channels, calling on the world to open up to classical music and treat it in a new way. With an open mind.



**Wisdom
headphones**

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**THANKS,
ELENA AND MATT**