



## ENTERTAINMENT MADE IN ITALY

EDU.RE di Stefania Bertini

**"Passion made possible"**



**Passion, Culture, Emotion as a possibility for everyone:**

**performing arts as a universal language to communicate in a charming and engaging way any type of content.**

For over 15 years Stefania Bertini operates in the cultural entertainment sector with communication projects and shows made to be measured to different types of Buyers, from Local Public and Governmental Authorities and the European Community, to Public and Private Enterprises.

Classical and Pop Music, Dance, Theatre, Opera, Cinema and Visual arts: thanks to a multidisciplinary experience all kinds of live entertainment, with their top Italian and international performers, become an instrument for the creation of projects of Emotional Branding that produce upon audiences also very broad, the goals of any public or private client.

With a team of qualified co-workers for the management of all processes, right from the start of the concept to the complete project, in all stages of communication up to the full production and final postproduction Stefania Bertini guarantees the realization of a high profile artistic "turnkey" product, which testifies the excellence of "made in Italy" well-finished in all its aspects, with events ranging from the performance or recitals suitable to small to medium dimension contests, to opening ceremonies, celebrations, conferences, launches of advertising campaigns and themed projects up to concerts in big theatres, sports halls, sea venues or stadiums.

Since March 12, 2000, when by the will of the Province of Genoa "Faber, amico fragile" has been realized, it was defined by the press as "the musical opening event of the new millennium" in memory of Fabrizio De André, at Carlo Felice theatre in Genoa with the participation of all the biggest names of the Italian music, by Vasco Rossi, Franco Battiato, Adriano Celentano, Ligabue, Jovanotti, Gino Paoli, Fiorella Mannoia and many others, gathered for the first time together. The audience outside of the crowded theatre that watched the show through widescreens had overcome the 40,000 people and the double CD outcome of the concert - the receipts of which had been donated to charity - remained at the top of the charts for several months. ([http://it.wikipedia.org/wiki/Faber,\\_amico\\_fragile](http://it.wikipedia.org/wiki/Faber,_amico_fragile)).

Since that time, there were other important pop concerts, including "Franco Battiato – Voci dell'Anima" in 2002 " Le mille musiche del Lavoro" 1<sup>st</sup> May 2004 on the occasion of Genoa European Capital of Culture, "Notte Bianca Genoa in 2007 with Tiziano Ferro", " Tra beat e Cantautori - Tribute to Fernanda Pivano" in 2009.

During a period of collaboration with Fincantieri SPA had been realized opening events of cruise ships at the shipyards of Monfalcone and Trieste, in particular the inauguration of the Vega Ship in 2009 with the show of the dancer Raffaele Paganini and the inauguration of Azura Ship in 2010 with "Notte d'Autore" a show of integrated arts with the New Trolls, Maurizio Lauzi, cabaret artists and dancers.

Edu.Re di Stefania Bertini  
Via San Lorenzo 23/17, 16123 Genova (Italy)  
Tel. +39 010 2470855; Fax +39 010 5303647  
P.IVA 01766910994  
[www.edure.it](http://www.edure.it)



The "Integrated Arts", or better the blend of music, song, dance, and theatre for the production of live shows created for the satisfaction of a very heterogeneous target and to convey great content to the general public is a brand created in 2008 by Stefania Bertini, spread through a national festival realized from 2008 to 2013 in Genoa at the largest Europe theatre by the Sea "Mediterrarte Festival", which led to the creation of over 50 unreleased shows and especially made by the involved artists and directed by Stefania Bertini on integration issues between peoples and cultures, artistic meetings between generations, commitment against all forms of violence against women. Musicals, flamenco, chamber concerts, ballet, tango, jazz concerts and African music, ethnic and pop are some of the represented genres in this festival designed to bring culture and contents of social dimensions to audiences of all ages.

The trend of festivals and great events has been equally a successful course even in the genre of Tango, whose vast and global cultural universe had been investigated, reinterpreted and proposed to the international public through its greatest performers from 2009 to date, with realized events in various Italian venues as moments of cultural tourism that have moved significant masses of fans in situations of training residency and entertainment.

Salsomaggiore, Sanremo, Genoa with their most important historical palaces and theatres are the venues where they performed the greatest exponents of this discipline by Horacio Ferrer, the legendary author of the most important "Letras de tango" and president of the Academia Nacional de Tango Buenos Aires, to Pablo Veron, dancer-icon of this culture spread by him around the world through several films including the cult classic "The Tango Lesson", to Milena Plebs considered the most complete female figure of this discipline, the pianist and composer Miguel Angel Barcos, the famous singer Roxana Fontan to the recent influence of tango and Opera with the presence of the great tenor Fabio Armiliato. In total they have worked for Edu.Re in recent years in Italy all Argentine artists most representative of this discipline, divided between dancers and teachers, singers and musicians, orchestras.

Opera and classical music are the languages that Stefania Bertini has chosen - as the artistic director of the European Consortium of Music of which she is the president - to spread among young people important socio-cultural topics as the Memory of the Shoah and the Birth of the European identity. In the European projects "Brundibar - Music for Memory" and "EUplay - The Birth of Europe through music", financed by the European Community and awarded by the Ministry of Foreign Affairs and the Presidency of the Italian Republic have been involved over a thousand young people between Italy, France, Slovenia, Poland, Czech Republic, United Kingdom and Belgium and have made courses of selection, training and professionalization in singing and music, as a result of which they have brought to the theatres of these countries the story in music of the European History. (<https://www.youtube.com/channel/UCO8QnOUglpWECdh3XmyBG7w>).

Over the years we have also carried out numerous campaigns for private enterprises in the sector of tourism, fashion and design.

For the training field they have been designed, directed and organized Masters of formation for the professionalization of the enterprises in the area of communication and events and artistic workshops for young people in different artistic disciplines.



Within the social framework they have been coordinated communication campaigns for the schools of the compulsory education of the province of Genoa on the topic of child abuse (2000-2003), campaigns for the integration of persons with disabilities at work (2004 ), for the prevention of violence against women (2009-2012).

The Italian excellence has always been expressed in an important way through music, art, dance, organizational talent, that Edu.Re aims to spread through new models of internationalization, also capable to blend worlds seemingly distant, as Culture, Institutions , Enterprises, Schools.

Edu.Re di Stefania Bertini  
Via San Lorenzo 23/17, 16123 Genova (Italy)  
Tel. +39 010 2470855; Fax +39 010 5303647  
P.IVA 01766910994  
[www.edure.it](http://www.edure.it)