

THAT'S BUTTERFLY

Ricordi & C. – the world-renowned publisher of classical music – organizes the first traveling exhibition which opens up the fascinating world of Italian Opera “Madama Butterfly” and provides a unique and interactive glimpse behind the scenes of this cultural masterpiece.

A selection of original exhibits – handwritten scores, letters, photographs, watercolours and set designs are shown to the people.

These genuine and unique treasures are featured from the Archivio Storico Ricordi in a vibrant scenography and engaging atmosphere blending cultural heritage with multimedia and interactive elements to provide a behind-the-scenes look into how this Opera is created. Presented in Milan, starting on September 2009 in the prestigious location of Castello Sforzesco, this extraordinary exhibition inspires not only Opera buffs but diverse audiences to look inside Madama Butterfly’s world.

ARCHIVIO STORICO RICORDI

Founded in 1808 — under the name Casa Ricordi — Ricordi & C. today remains one of the most famous, popular and successful music publishing companies in the world following its glorious 200-year history. Such reputation has been achieved by representing the musical rights of the most famous Italian Opera composers on an international scale.

The history of these two centuries — in effect the history of Italian Opera — is preserved at the Archivio Ricordi. The Archive, part of Ricordi & C. undoubtedly is the world’s largest private collection of music archives. With more than 35,000 invaluable exhibits, the archive is just as extensive and complete as it is unique. Precious handwritten scores by Rossini, Donizetti, Bellini, Verdi, Puccini, and many other composers illustrate the rich European Opera heritage – right through to representatives of contemporary music such as Luigi Nono and Luciano Berio. In addition, the archive contains over 5,000 often intimate photographs of composers, singers and members of the Ricordi family. More than 15,000 letters written by composers, librettists and poets, singers and musicians — among which a broad array of original letters by Giuseppe Verdi — are also kept in the archive, and a significant collection of costume and set designs, drawings and prints completes this unique collection.

ORGANIZING PARTNERS

Initiator - Ricordi & C. SpA, Milan (I)

With its 200-year history, Ricordi is the oldest Italian music

publishing firm still in business. It is the leader in the Italian market and unquestionably the world’s most important publisher of Opera.

<http://www.ricordicompany.com/>

Concept – Musicart Srl www.music-art.it

Musicart Srl - Kikka Ricchio

Exhibition Design

Musicart Srl – Kikka Ricchio

Aaaahhhaaa Srl – Angelo Jelmini

CONCEPT

“That’s Butterfly” derive from the international exhibition “That’s Opera,” that opened in Bruxelles on 13rd November 2008. Thanks to a very innovative and creative idea, for the first time the attention is focused on the main character of an Opera. Madama Butterfly doesn’t live just in the setting of the Opera but she is also the core of an exhibition where the background is founded on the precious exhibits of the Archivio Storico Ricordi, never seen before.

Visitors can admire the handwritten score of Puccini’s Opera, the original letters, photographs and watercolours related to the “mise en scene”. Thanks to the videos and other multimedia and interactive elements, this exhibition is also characterized by an high value of education and entertainment.

The exhibition is divided into 5 cubes which reproduce the steps of the creative process of staging an Opera: Libretto, Partitura, Scenografia, Costumi, Rappresentazione.

The choice to mantain, for the cubes, the same names as in italian, depends on the fact that they have been adopted by the musical sector worldwide.

Ricordi & C. SpA.

Via della Spiga, 2

20121 Milano, Italy

Phone: +39 02 762 80 891

Email: segreteria@ricordicompany.com