

**LA FENICE – IBM Web documentary
Ogilvy& Mather**

[Title: Behind the Digital Curtain]

GV La Fenice was the most important opera house in Venice during the 19th century.

**[Title: Giampaolo Vianello
Teatro La Fenice]**

GV The theatre was symbolic of the important role that Venice played in the world of theatre and music.

La Fenice first caught fire in 1836. It burnt down entirely. It was rebuilt in a year.

In January 1996, La Fenice caught fire again.

**[Title: Angelo Failla
IBM Italy]**

AF After the fire, La Fenice wanted to become a more modern theatre, open to the world.

GV Music is the most well known form of art in the world. Broadcasting opera to a global audience is the mission of La Fenice.

AF Digital Sipario means Digital Curtain. It is how IBM is bringing La Fenice to the world.

**[Title: Nicola Palmarini
IBM Italy]**

NP It's much more than an internet site. It allows the user to access the history of La Fenice and its operas.

**[Title: Christiano Chiarot
Teatro La Fenice]**

CC There are over a million documents. Some are very precious. Letters from Verdi and Rossini, which contain their signatures and musical scores.

We also have something which sets us apart from other archives. We have documents on the life of the theatre.

- NP** We envisioned three types of user. Opera students. Opera lovers who know opera in detail, and researchers who work in opera.
- CC** Digital Sipario combines the archived documents with recorded performances from the last twenty years at La Fenice.
- The documents and live performances can be downloaded, studied and compared.
- For example, there are at least three versions of La Traviata on Digital Sipario.
- NP** The objective was to make La Fenice's cultural heritage available through new digital technology.
- GV** IBM was a key partner. They helped us use technology to share our product globally, and helped us combine it with opera in a user friendly way.
- CC** By allowing all generations to see opera on the internet, we are building a new audience that will want to come and watch it live.

[Title: La Fenice means "The Phoenix", a mythical bird that rises from the ashes]

[Credits:

**Directed by
Reynald Gresset**

**Scenes from La Traviata courtesy of Teatro La Fenice Foundation
Staged by Robert Carsen**

**Music by
G. Verdi**

**Conductor
Alexander Rahbari
Slovak Radio Symphony Orchestra**

**Special Thanks to
Teatro La Fenice
Café Florian
Chiostro S. Francesco della Vigna
Indorador Cavalier
Lenovo
Signora Trois**

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