

FIERA MILANO AND CONSERVATORIO DI MILANO TOGETHER FOR THE FAIR'S ANTHEM

A synergy aimed at enhancing Fiera Milano's connection with the city of Milan and its excellence

Milano, 19 June 2023. Making the new anthem of Fiera Milano. This is the purpose of the collaboration between Fiera Milano and the "Giuseppe Verdi" Conservatorio di Musica in Milan, one of the most prestigious institutions for the study of music, nationally and internationally.

The initiative involves students of the Conservatorio di Milano, enrolled in the 2022/2023 academic year, who will have the opportunity to participate in a contest aimed at creating the new anthem of Fiera Milano. The musical composition should be solemn and should convey the value and prestige of the trade fair institution, what it represents for the area and what it can offer to businesses.

The anthems, first presented in a piano-only version, will then be selected by a committee that will choose the three finalists from all the proposals of the young students entered in the competition. The authors of the three finalist anthems will be awarded a scholarship by Fiera Milano, and they will be asked to orchestrate their own anthem. To the winning student, the Milan trade fair company will also offer an opportunity to make their work known to the public at the fair and beyond. In fact, the winner will be a guest, along with colleagues from the Conservatorio Orchestra, which will perform the new anthem live, at the opening ceremony of one of Fiera Milano's many important exhibition.

In addition, from the academic year 2023-2024, the Conservatorio will give Fiera Milano the opportunity to offer its buyers and stakeholders the opportunity to participate in events promoted by the Conservatorio di Milano Production Office, which is in charge of organizing individual concert events, real reviews and music festivals within the Conservatorio. For its part, Fiera Milano will offer the Conservatorio the opportunity to have its musicians perform as part of a number of exhibitions held in the exhibition-congress districts.

Fiera Milano's new anthem project is part of a wider collaboration agreement between the Milan trade fair company and the Conservatorio di Milano, which will see Fiera Milano among the supporters of the Conservatorio Award. The initiative, organized annually, takes the form of a super award, to be given to the first of the first, meaning the student or instrumental group that will be selected as the best among the winners in each individual category. Specifically, the best talents from the Conservatorio di Milano compete in preliminary and semifinal rounds, competing for the final round, which sees the top finishers compete.

Fairs and music, business and culture, are thus intertwined in a project aimed at enhancing the international development of Fiera Milano but also recognizing the power of musical composition as a highly suggestive vehicle of communication capable of reaching an ever-changing audience.

*"Through this project we intend to create a lasting relationship with one of the excellences of the city of Milan" comments **Francesco Conci, CEO and General Manager of Fiera Milano.** "The agreement we have signed represents an important tool for the promotion of Milan and its fair, as well as a virtuous example of synergistic collaboration between two of the protagonists of Milan's social and cultural fabric. Moreover, becoming a supporter of the Conservatorio di Milano allows us to take part in a valuable educational initiative, capable of encouraging the professional and personal growth of the institute's students. In fact, the enhancement of talents, in this case all young people enrolled at the Conservatorio, has always been a fundamental aspect for us and is at the core of Fiera Milano Group's strategy".*

*"For the students of the Conservatory," **Raffaello Vignali President and Massimiliano Baggio Director, "Giuseppe Verdi" Conservatorio di Musica di Milano,** comment "this is a new opportunity for professional, as well as artistic, growth. Our desire to weave with the social, cultural and economic fabric of the city a series of relationships in favor of students, in order to offer them a future in the working world, finds in the newborn collaboration with Fiera Milano a new important opportunity. The choice of Fiera Milano to continue supporting in the future, beyond the competition for the new anthem, the talents of the Conservatorio, entering the list of donors of the Conservatorio Award, is for us a tangible sign of the trust that this entity, of international relevance, places in our institution, in its students and in the professors who prepare them for their musical careers, and of the common desire to bet on the younger generations. After the anthem of Milano Cortina 2026, composed by a couple of young students in 2022, performed by Elisa, the Anthem of Fiera Milano will be further driving force for the name of the Conservatorio di Milano in the world".*

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