

## Talents, project in collaboration with SKY Classica HD



Classica and the Bracco Foundation have collaborated since 2013 on several projects with the common goal of spreading the culture and the love for classical music to a wider audience, through the medium of television.

In 2013 the foundation supported the project Talents!, conceived by Classica and the Accademia Teatro alla Scala, a documentary series focused on showcasing the fortunes and journeys of the Academy's students, aspiring ballet dances, opera singers and musicians. The format's success led to promoters replicating it in 2015, by producing a new television project, Talents at Work, which proposed to the public a documentary about the genesis of a play, from rehearsals until the opening night, once again following the stories of students of the Accademia Teatro alla Scala.

In 2016, in addition to bringing back the series "Talents at Work", the Bracco Foundation and Classica HD propose the production and transmission of 10 sonatas for the violin and piano by Ludwig van Beethoven performed by Fulvio Luciani and Massimiliano Motterle. Each show is preceded by an introduction, a listening guide for youngsters, in line with the broader goal of the collaboration.

As Diana Bracco, President of the Foundation, states: *"The Accademia del Teatro alla Scala plays a fundamental role in transmitting knowledge from generation to generation. This is the primary reason why the Bracco Foundation has established a multi-year collaboration with this extraordinary institution for training young people. Together with the Academy we create many initiatives, including exhibitions, concerts and publishing projects."*