



Art Initiative

SWITZERLAND 

A power force of irresistible ideas that bring together artists, artistic partners and institutions in Switzerland, Europe and the world.

THE TEAM

MAESTRO
STÉPHANE DECOR

PRESIDENT OF ARTINITIATIVE



who made a brilliant career in classical music and performances for leading political figures and royal dignitaries,

SYLVIE DECOR

CEO



well experienced in the music industry, her professionalism and dedication to the art of music have led her to produce and manage prestigious and innovative European performances,

ERIC RIBAUD

CFO
PROMO-MARKETING DIRECTOR



expert in national marketing campaigns planning, project management and design,

joined together to bring the vision of **ArtInitiative** into reality: uplifting the world through the aesthetic of high quality music in beautiful venues on the main continents.

COLLABORATION

WITH



The **Luciano Pavarotti Foundation** in *Modena*, a non-profit organization that perpetuates the human and artistic legacy of Maestro Pavarotti by supporting young, talented opera singers and organizing events all over the world.

The **Berklee College of Music** in *Boston* through **Bernard Duc**, alumni of the famous college, assistant conductor of **the Berklee Contemporary Symphony Orchestra**.

The company **Lobster films**, created in *Paris* in 1985, whose sole objective is to restore films and share the discovery and passion of cinema - from the earliest times to the present day.

With the Swiss group **NÜSSLI AG**, creator of temporary stages at the international level since 1942, creators of the **Swiss National Wrestling Festival** in 1961 and currently working on **The World Expo** that will take place in *Dubai* from October 2021 to March 2022.

With the **Peking** and **Shanghai Opera** for a collaboration on the opera “**Verdi by Verdi**”, musicals, baroque concerts and film music, as well as outstanding master classes in Europe and China.

FRENCH COMPOSER
MICHEL CYWIE

FRANCE



Best-selling author in French-speaking countries, from the 70^s and 80^s whose songs sold more than 25 million copies.

VISUAL ARTIST
CHRISTY LEE ROGERS

HAWAII



Visual artist from Kailua, Hawaii, winner of the prestigious **Sony Open World Photographer of the Year** in 2019.



ARTISTIC DIRECTOR
DELFO MENICUCCI

ITALY



Artistic director of several international opera competitions.

SOPRANO
LAURA ANSALDI

SWITZERLAND



Soprano officially defined as a “dramatic soprano with agility”.

SWISS COMPOSER
OLIVIER GUENAT
SWITZERLAND



Creator of a new symphony of contemporary that will be part of a big and multi-sensory show with choreography, light and a very strong concept.

STADTCASINO
BASEL

And for our concerts with the magnificent, the newly restored **StadtCasino** in *Basel*.



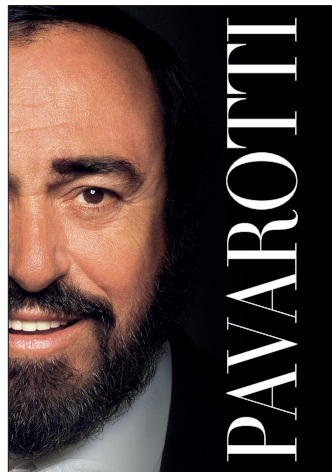
The Chinese giant of internet, **Alibaba Group** for musicals, Verdi operas, baroque concerts and streaming music.

We are partners with **La Loterie Romande**.

Art Initiative
SWITZERLAND

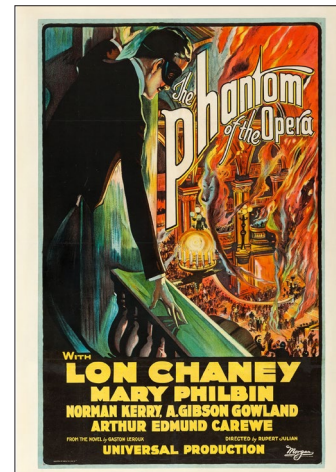


WHAT WE'RE GOING TO DO



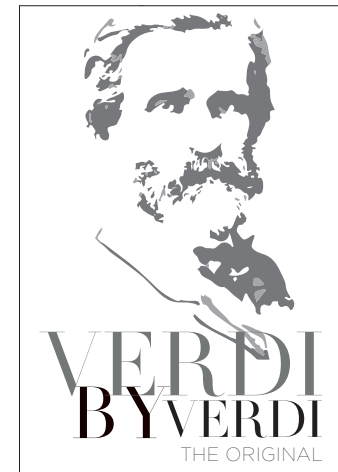
“Official tribute to Luciano Pavarotti”

Recitals celebrating the anniversary of “**La Bohème**” and the 1st performance of Rodolfo by Luciano.



“The Phantom of the Opera”

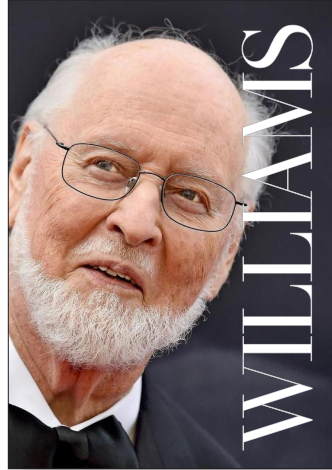
Film music live and streaming.



“Verdi by Verdi”

Operas.

WHAT WE'RE GOING TO DO



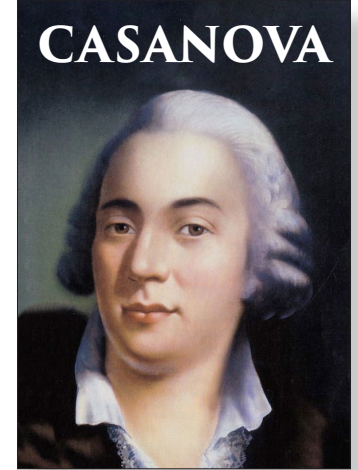
**“John
Williams”**

Film scores.



**“Symphony
of Storm
and Water”**

Gala concerts.

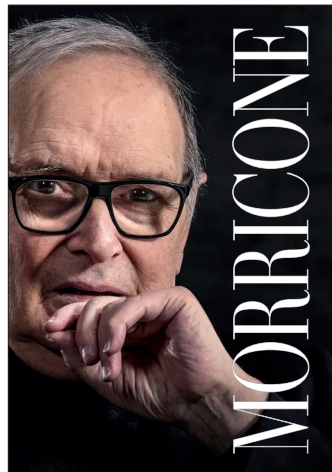


**“Casanova
the Power
of Love”**

Gala concerts of musical.



WHAT WE'RE GOING TO DO



“Ennio
Morricone”

A tribute.

THE 3
INTERNATIONAL
ART INITIATIVE
CLASSICAL
SINGING
COMPETITIONS

They will start in **Auckland** (New Zealand) for the Asia/Pacific part, then take place in **Modena** in Italy for the rest of the world (Luciano Pavarotti's birthplace and the headquarters of his foundation), and finish with the grand final in **Basel** where the Jury Prize (composed of opera stars), the Pavarotti Foundation Prize and the Zurich Opera Prize will be awarded.

WHAT WE'RE GOING TO DO



Vienna
Modena
Basel

The “**Master class**” tour is a three-week initiation trip where singers will be put at the heart of the operatic genre to immerse themselves in places and interpretations.

This tour allows each professional singer to broaden his range of repertoire interpretation of the various operatic styles.

The masterclasses are entirely guided by one style of opera, predefined for the tour. The focus is on increasing technical and interpreting range of the singer.

The first two weeks will allow you to stay in two prestigious places of opera: **Modena** and **Vienna**. The third will focus on the art of performing roles on stage and will be dedicated to the recording of a promotional CD in the prestigious Swiss cultural city of **Basel**.

High-end hotels and tours of important and typical cultural venues will be on the menu of the tour.



YOUTUBE

OUR CHANNEL



WE OFFER
MAXIMUM VISIBILITY
TO OUR PRESENT AND
FUTURE PARTNERS.

Of course, due to the evolution of the means of visibility, rushed in this last year, we have created a YouTube communication channel called the “**ArtInitiative Channel**” which will pour, through well-known and lesser-known artists involved in our productions, artistic knowledge to the Swiss and international public, encouraging them to develop their own artistic qualities and interact with them. We will also be active on all social networks.

Our channel will serve as a catalyst, and the word has been carefully chosen: catalyst means “something that causes activity, an event, or change” for the public with the aim of improving culture through aesthetics, but also as a vehicle to promote our productions and direct the public to our streaming platform, where they will have the pleasure of watching our concerts in V.O.D or even go to the superb concert halls, where live concerts will take place as soon as things return to normal.



www.youtube.com

ABOUT THEM

AND MORE

SWISS COMPOSER
BERNARD DUC
CONDUCTOR



Conductor and co-creator of the music for *Harold Lloyd's* silent film "*The Freshman*"; organizer of the first edition of *PERSPECTIVE* in 2018, one of two major conferences for film music composers in Europe, attracting more than 150 European composers, including the presence of big names in the industry (*John Lunn*, composer of *Down-ton Abbey*).

The second fully sponsored edition took place on 26 October 2019, attracting composers from Europe and the United States.

In 1988, **Lobster Films** was also the first company to restore the sound of films, awarded by a *César* in 2020 for the best documentary film.

Are passionate about temporary structures.

Since its establishment in 1941, **NÜSSLI AG** has been developing technically sophisticated and proven construction systems for events of all types and scales.

Through these temporary and modular structures, it helps ensure that sporting, cultural and business events around the world leave a lasting impression.

2 || CINE
3 || CONCERT
the sound of silent

13 FILMS CONCERTS

THE MUSICAL
CASANOVA,
THE POWER OF LOVE

CHRISTY
LEE ROGERS



The **Wiener Musikakademie Association Switzerland**, established in Basel, in collaboration with ArtInitiative, will already be producing a series of 13 silent films in the form of film-concerts, starting with “**The Phantom of the Opera**” on Swiss soil. We are already preparing the 2023 season with “**Nosferatu**” by F.W Murnau (Dracula) (1922) with a new composition by emergent young composers of the **Berklee Silent Film Orchestra** (BSFO) **Berklee College of Music**.

Michel Cywie, creator of the project “Casanova, The Power of Love”, a musical creation classico, barocco, variety show, pop- rock, highlighting this character with a thousand faces nicknamed “**The most glamorous XVIII’s Century celebrity**”, the inspiration generated by his 4,000 pages of memoirs gave rise to this musical.

Her obsession with water, as means of breaking the conventions of contemporary photography, led her work to be compared to that of masters of baroque painting like *Caravaggio*. She was commissioned by **Apple** for a series of works and a film and by **Lavazza** for their 2021 calendar cover THE NEW HUMANITY.

ARTISTIC DIRECTOR
DELFO MENICUCCI

ITALY



Singing master of **Andrea Bocelli** and **Laura Ansaldi**, **Verdi** specialist, professor at **G. Verdi Conservatory** in *Milan* since 1995.

SOPRANO
LAURA ANSALDI

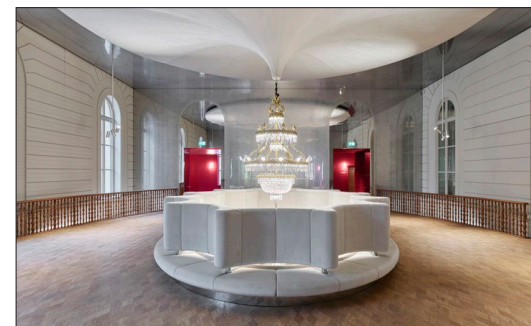
SWITZERLAND



She easily performs from a very light repertory to the most dramatic roles. Thanks to her talent in acting, she is also much appreciated as a musical and theater performer. Besides the performing activities, she is a singing and acting professor, member of commission in several competitions.

STADTCASINO
BASEL

In order to give maximum visibility to our stage musical projects, we decided to surround ourselves with the best venues to produce our concerts in places such as the **StadtCasino** in *Basel*, a non-profit cultural association reopened in August 2020 after 4 years of structural alterations, as well as in other beautiful places in Switzerland and abroad.



WE WANT YOU

AS PARTNER



We would like **you to partner with our company ArtInitiative**, in order to take your visibility to a whole new level and enable you, through this partnership, to extend your potential market of customers in Switzerland and in the countries and continents where **ArtInitiative** is active, in line with the expectations of your company as well as ours thus growing both reputations.

We could only point out the evidence of the need for cultural events in society than in this period. These have been lacking for too long and we are seeing a growing demand for shows.



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www.artinitiative.net

www.allsilentfilms.ch - www.babel-officiel.ch