

# Magical Christmas with Clay Paky

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MILAN, ITALY - Piazza della Scala, a meeting place for Milan's high society and home to its iconic opera house, was the scene of "Polvere di Stelle" (stardust), a beautiful son et lumière show which extended throughout the Christmas holiday period, from

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16 December 2013 to 7 January 2014.

Seven Clay Paky Alpha Profile 1500s projected elegant images of stars together with greetings in different languages over the entire square and on the façades of the important buildings that surround it. The lights were accompanied by background music consisting of refined works by artists, such as Jan Garbarek, Lisa Gerrard, Stephan Micus, Eleni Danielsson and Vangelis.



Under the watchful eyes of the statue of Leonardo da Vinci, a symbol of Italian

creative genius, the square became a magical kaleidoscope that conjured up a warm atmosphere. It was highly appreciated by the citizens and numerous tourists from all over the world that crowded the city centre during the holiday period. This initiative was promoted by the Milan City Council and the Milan, Lodi, Monza and Brianza branch of Confcommercio (the Italian General Federation of Commerce and Tourism). The show was designed by set designer Sebastiano Romano and Studio Comunicazione & Immagine di Mariella Di Rao.

The project was sponsored financially by Clay Paky (which provided the lights), Fipe (Italian federation of shops and restaurants), Sforzin Illuminazione and Joyo. The design firm Gms and A2A were the technical sponsors.



Chiara Bisconti, Councillor for Leisure and Quality of Life at the Milan City Council had this to say: “This event stemmed from spontaneous private initiative and enriched our ‘White-Winter’ programme. The Milanese and tourists that crossed the city centre found it full of lights, music and colors.”

Fabio Moroni, board member of the Milan branch of Confcommercio, said: “The magical lighting and music effects enhanced the charm of the heart of Milan. It was in keeping with the image of an open and welcoming city, ready to offer again an

exciting shopping experience , as our Chairman Carlo Sangalli hopes.”



“A Piazza della Scala filled with light and music a few days after the premiere of La Traviata by Giuseppe Verdi is an important sign of continuity in making the most of Milan’s high-society meeting place,” added Alfredo Zini, Deputy Chairman of Fipe. “Lights mean encounters and socializing. Our restaurants, bars and shops are proud to take part in this project to make Milan even more beautiful and attractive, in everyone’s interests.”

Clay Paky was the main sponsor of the event. Pio Nahum, the company's marketing director, said: "We really liked the 'Polvere di Stelle' project and saw it as an opportunity to begin to present Milan as Italy's showcase in preparation for the forthcoming Expo 2015. It was great to see tourists and citizens stop in amazement before our lighting and colour effects, and especially watch children chasing the greetings moving across the square. There was a fil-rouge " Nahum added, "which linked the lighting effects in the square with the La Scala opera house. Both the square and the stage were illuminated by Clay Paky lights. It was as if the opera house had been extended into the square to provide the same thrills."

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