



“DIGITAL CHRONICLES OF LA MILANESIANA” KICKS OFF

Vodafone Italia partners the 8th edition of La Milaneseiana and promotes an initiative to express *“The conflicts of the Absolute”* via MMS.

The best author wins a trip to Berlin, centre of culture and the arts

Milan, 21 June 2007 – **Vodafone Italia** supports **La Milaneseiana 2007**, a festival created and directed by **Elisabetta Sgarbi**, promoted by the **Province of Milan** and organised by the **I Pomeriggi Musicali-Teatro Dal Verme Foundation**. Once again, Vodafone contributes more than just traditional economic support, creating value-added ideas and initiatives. In this case the company is making its innovative technological skills available to increase spreading, fruition and sharing of an event of exceptional quality and cultural importance.

In its role as partner of La Milaneseiana 2007, Vodafone is promoting a project for the interactive involvement of the public through the use of MMS technology, represented by the **“Digital chronicles of La Milaneseiana”** competition. From 24 June to 10 July anyone who wishes to, through any operator, can send a contribution (a photo or a video complete with text) via **MMS** to the number **346 4646446**. It can be an emblematic image of the subjects discussed during the festival, or a video featuring an interview with the guests or the audience in the theatre, the Spazio Oberdan or during the Aperitif meetings before the show begins, and a text describing one’s emotions or personal view of *“The conflicts of the Absolute”*, the fundamental theme of this year’s festival. The only limit is the show itself, during which photos cannot be taken. Should any be sent, they will be excluded from the competition.

A jury of experts including, among others, fashion designer Elio Fiorucci, the director of C6.tv Marco Di Gregorio and journalist Paolo Mereghetti, will judge the entries. The best one will win a trip to Berlin - the city famous its power of inspiration for artists, which features in some of the shows prepared for this year’s La Milaneseiana – offered by **Expedia**, the leading tour operator in the on-line travel sector.

The most original entries will also be published on the La Milanesiana and Province of Milan sites, and will be used to make a final video of *'Digital chronicles of La Milanesiana 2007'* by the production house **Casta Diva**, organiser of the entire initiative with **EGG eventi**.

The rules of the "*Digital chronicles of La Milanesiana*" competition are available on the sites www.lamilanesiana.it and www.vodafone.it.