



## **VODAFONE ITALIA: SPECTATORS TURN INTO AUTHORS IN A RAINER MARIA RILKE PLAY**

On 15 September members of the audience can send an SMS to 340 4399040 describing their emotions in free verse.

The most poetic texts will be published at [www.vodafone.it](http://www.vodafone.it).

*Milan, 13 September 2006 – Vodafone Italia is promoting the show “L’altro viaggio di Rainer Maria Rilke. Fatto possibilmente di noccioli di parole...” featuring Massimiliano Finazzer Flory and playing at the Piccolo Teatro on 15 September, presenting members of the audience with the opportunity to take part by expressing their emotions via SMS.*

Just send an SMS to 340 4399040 (at the cost of a normal message) in free verse expressing your emotional response to Rainer Maria Rilke’s poems. The most poetic texts will be published at [www.vodafone.it](http://www.vodafone.it). Moreover, the SMS sent by spectators will be superimposed during the next performances in other theatres.

Vodafone Italia has always been very aware of the importance of cultural themes and aims to go beyond the traditional corporate approach to artistic initiatives in favour of a direct commitment to the creation of ideas and support for projects of major cultural interest.