



OMNITEL VODAFONE: CÉZANNE EXHIBITION GUIDE OVER THE MOBILE

**All you need to know about the exhibition via WAP**

**Take a virtual tour and download the screensaver at [www.omnitelvodafone.it](http://www.omnitelvodafone.it)**

*Rome, March 7, 2002* - Everything you need to know about the Paul Cézanne, The father of modernism exhibition, on show in Rome from March 9 to July 7, 2002, will be available over mobile phones and the Internet, thanks to the services provided by Omnitel Vodafone, an exhibition partner.

The exhibition guide may be consulted directly via mobile phone, at Omnitel Vodafone's WAP site, and via Internet, at [www.omnitelvodafone.it](http://www.omnitelvodafone.it). A journey through art and innovation, designed to introduce or accompany a visit to the museum, providing information on the first Italian exhibition of the French painter's works for over eighty years.

**WAP Service** - By connecting to Omnitel Vodafone's WAP site, on +39 3492002821, and clicking on the item Paul Cézanne in the 'Culture and Environment' section of Omnitel Services, users can navigate around the information on the exhibition via their WAP phone, including the notes on the various works and details of the artist's life.

**Web Service** - Omnitel has also created a mini-site to mark the Cézanne exhibition, accessible at [www.omnitelvodafone.it](http://www.omnitelvodafone.it). The site provides news, in-depth analysis and a gallery of the works on show. It will also be possible to download the screensaver specially designed for the exhibition, featuring images from the most important masterpieces.

As part of the exhibition, Omnitel Vodafone is also supporting the Paint with Cézanne project, a creative workshop for schools, aimed at younger visitors. The project is being run in collaboration with the Municipality of Rome's Department of Education and Schools.