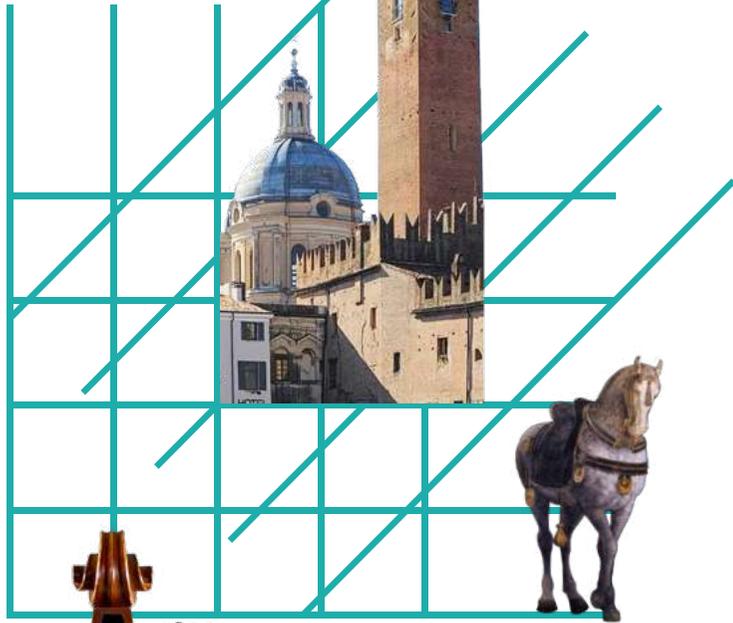




**TRAM
SONORE** mantova
chamber
music
festival



**mantova
chamber
music
festival**



TRAME SONORE 10



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T 0376 360476

1 - 5 june 2022

Una produzione **oficina
OCM**

In collaborazione con



“In this tenth edition, the festival identity was strengthened and came to full fruition. It is more and more a meeting point for music and those who make it the center of their lives: musicians, enthusiasts and operators. The executive level was really high and permeated with the joy of returning to making music together, in front of an audience and in the specific dreamy and emotional context of Trame Sonore. [...] The city reverberated again: we saw hotels and restaurants, squares and streets of the historic center filled with cultural tourism, demonstrating how important our sector can be for the economy”.

Carlo Fabiano, Artistic Director

THE PROJECT

Trame Sonore is much more than a music festival. Thematic itineraries, cultural itineraries, workshops and meetings intertwined with concerts for an international event that is a meeting of artists from all over the world and a tribute to chamber music: in the days of Trame Sonore, Mantua, a UNESCO World Heritage Site, is offered to visitors in an **unprecedented encounter perspective of music, art and architecture.**

The Festival represents an ideal opportunity for those who want to rediscover a city that is a symbol of the Renaissance, from an original perspective, through **a full immersion in what is Beautiful** declined in its highest expressions.

Despite the Covid-19 emergency, the festival has never interrupted its presence in the area which for years has been recognized as a meeting place for enthusiasts and experts in the sector. Thus in 2022, it reached its **tenth edition** which brought with it news and confirmations.

At the end of the festival we can only thank those who have believed in our project for years.

GUESTS



GUESTS

Alfred Brendel *Guest of Honor*



Alexander Lonquich *Artist in Residence*





Danusha Waskievicz viola

In this five days edition, over 350 national and international artists performed “on stage” in various locations. Among them:

Alessandro Solbiati, Andrea Lucchesini, Barnabas Kelemen, Francesco Senese, Gabriele Carcano, Giovanni Gnocchi, Gloria Campaner, Lawrence Power, Marco Rizzi, Miriam Prandi, Nicola Altstaedt, Nurit Stark, Oistrakh Quartet, Pablo Barragan, Quartetto Kelemen, Quartetto Werther, Stephen Waarts, Danusha Waskievicz

GUESTS



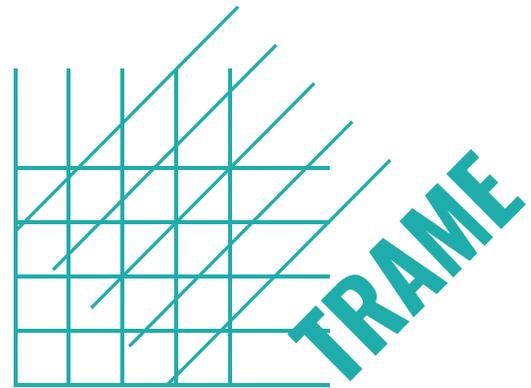
Quartetto Kelemen

ARS
PERFECTA

L'ECO
DI
MONTE
VERDI

HAUS
MUSIK

INCOM
PIUTE



SULLE
TRACCE
DELL'
ARTIST IN
RESIDENCE

FIUMI
BAROCCHI

IN-CANTO

SOLO
ALLA
ROTONDA

ESPRIT
DE
FRANCE

'ROUND
MIDNIGHT

ONE2ONE

WUNDER
KAMMER

CASA
MOZART

UN CAFFÈ
CON...



MASTER
CLASS
WORK
SHOP

OPEN

YCMC&M

TAVOLA
ROTONDA

A RITMO
SOSTE-
NIBILE

IMPRESSIONS



“No dress code, no recitals longer than 30 minutes and classical music for a modest price, all set in the sumptuous grounds of a Renaissance palace.

Welcome to the Mantua chamber music festival, which has cast the fusty, exclusive image its title suggests to offer a more laid-back experience of the best that the Italian classical music scene has to offer, bringing 340 international musicians to the northern Italian town to perform 150 concerts over five days.

The event, which has just celebrated its tenth anniversary, is reaching out to untapped audiences, especially the young, by offering a new formula. There are about 30 concerts a day, most of them far shorter than traditional recitals, a child-friendly atmosphere, informal al fresco dining - and no dinner jacket required.”

The Times, 14 giugno 2022

“A chamber music festival with 150 concerts, including the post-pandemic world premiere of “For season”, Vivaldi’s Four Seasons edited by a team of composers and scientists to make climate change audible.”

**Corriere della Sera Milano
1 giugno 2022**

“Ten years ago,” Trame Sonore “ began. Giving the audience many musical events without moving their attention from the Trame - the ‘plots’: this year 19 - that made Mantua a network of temptations for eyes and ears without comparison.”

**La Repubblica Milano
1 giugno 2022**

“Trame Sonore provocatively wants to take its founding philosophy to its extreme consequences, offering, first and only in the world, an unprecedented Trama, called” one2one”, which offers concerts of the highest artistic level for a single spectator in a princely place, the magical cave of the Secret Garden of Palazzo Te, an icon of Renaissance taste.”

**Corriere della Sera
2 giugno 2022**



“We enjoyed all of it - an absolutely fabulous festival. Pablo Barragan was a particular favourite with all of us his Mozart Quintet with the Moser Quartet and Brahms Quintet in the Rotunda made a deep impression. **We particularly enjoyed some of the younger groups.**”

Everything. If perfection had a name it would be Trame Sonore.

“I love Trame Sonore, perfectly organised, very friendly people, looking forward to my 5 Trame Sonore !! Will take contact with you next year for being eventually a Donor, greetings to all of you !”

“Thank you so much!”

“Nurit Stark Claudio Astronio + Laura Catrani Pablo Barragan Ilya Gringolts + many more.”

WHAT DID YOU LIKE MOST?

“We loved all, especially the outdoor Jazz Concert we think it is very cheap, we would be willing to pay more. We would have liked to plan earlier. Please give more Informations online and the option to make a reservation at least 2 months before the start even if the program is not 100% ready. Grazie per tutto!!!”

“The very high quality of the artists and the well organized festival.”



**AKNOWLEDGEMENTS
AND PARTNERSHIPS**

Una produzione

oficina
OCM

In collaborazione con



sotto l'alto patrocinio
del Parlamento europeo

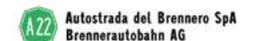
Con il
patrocinio di



Sostengono il progetto



Le aziende della Corporate Membership Oficina OCM



RESULTS



The audience was certainly one of the main protagonists of this 10th edition. People confirmed a large and warm participation, and thanks to their enthusiasm and their will to live emotions through music, they helped to recreate the festival pre-covid atmosphere.

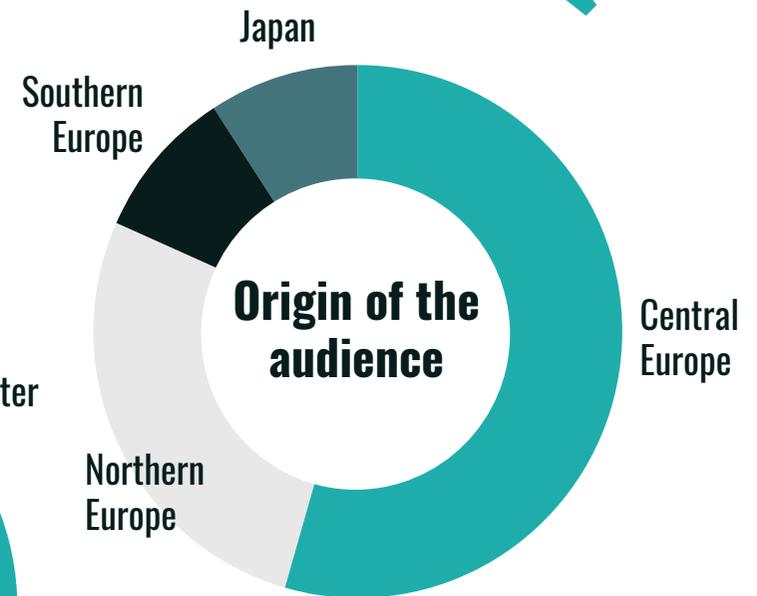
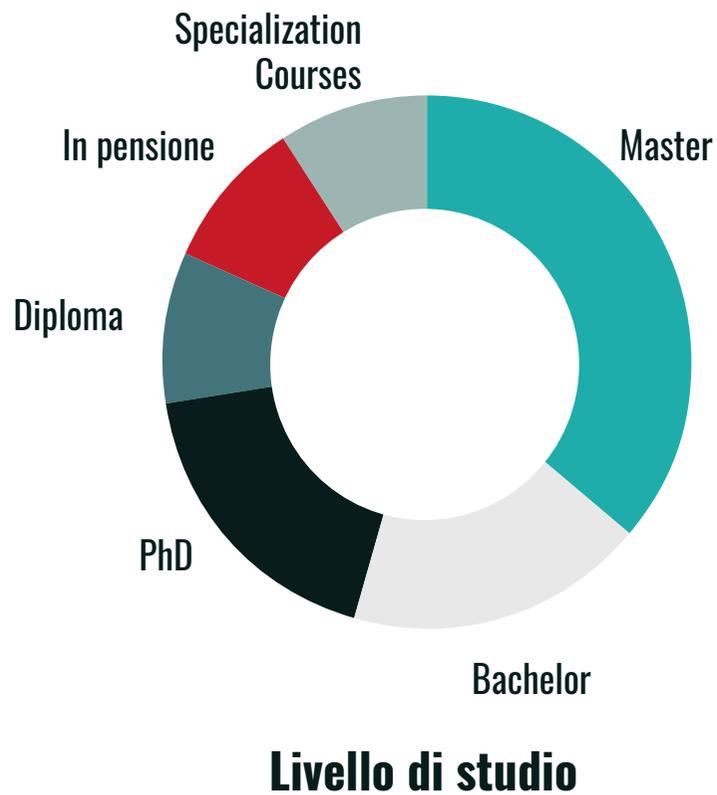
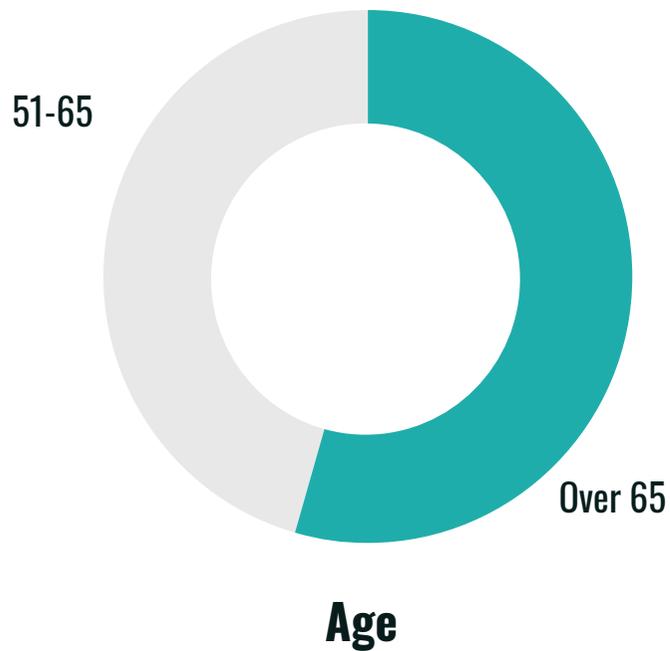
Therefore, it is important for the organization to collect the data of one of the main stakeholders, the audience, investigating their identity, origin, ways of experiencing the festival and sensitivity to current issues.

The results below offer an encouraging general picture for the future of the project (about 88% would recommend Trame Sonore to others and 95% will return next year), but at the same time offer ideas on how to promote and popularize culture.

New enthusiasts from Europe and Japan

Over 36% of the foreign audience participated to the Festival for the first time this year!

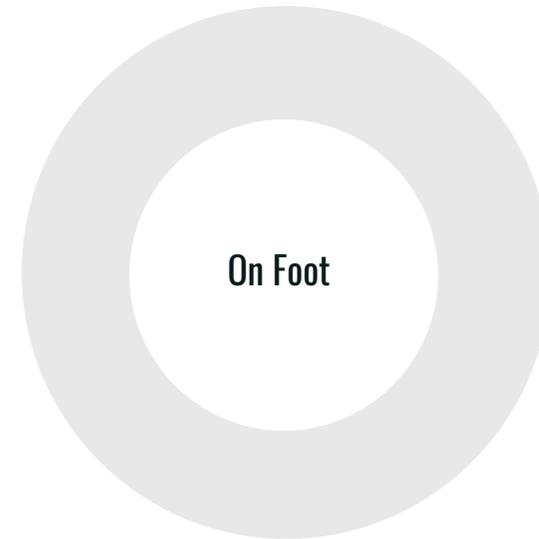
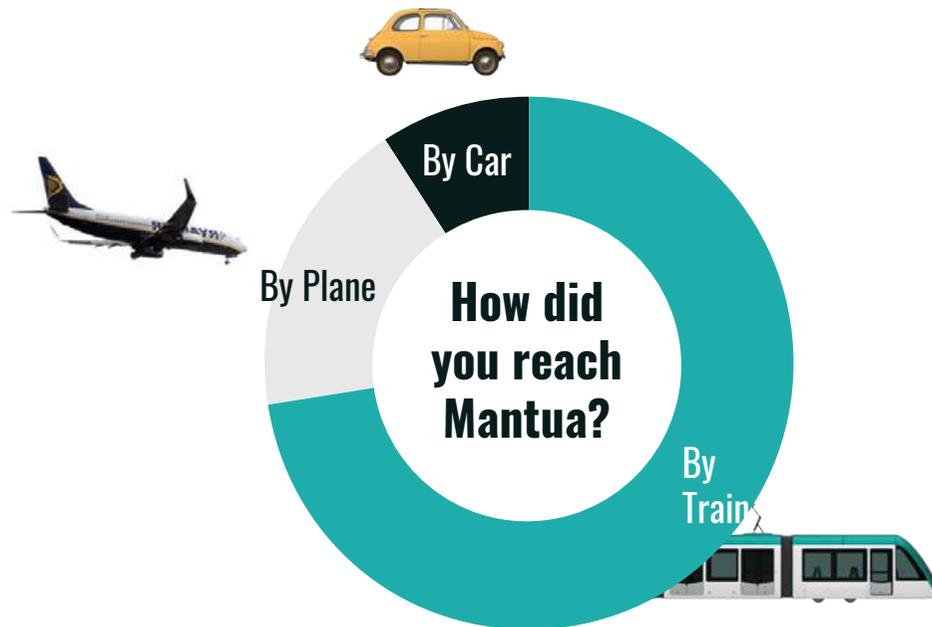
WHO



Foreign Audience Mobility

All the foreign audience moves around Mantua on foot

WHERE



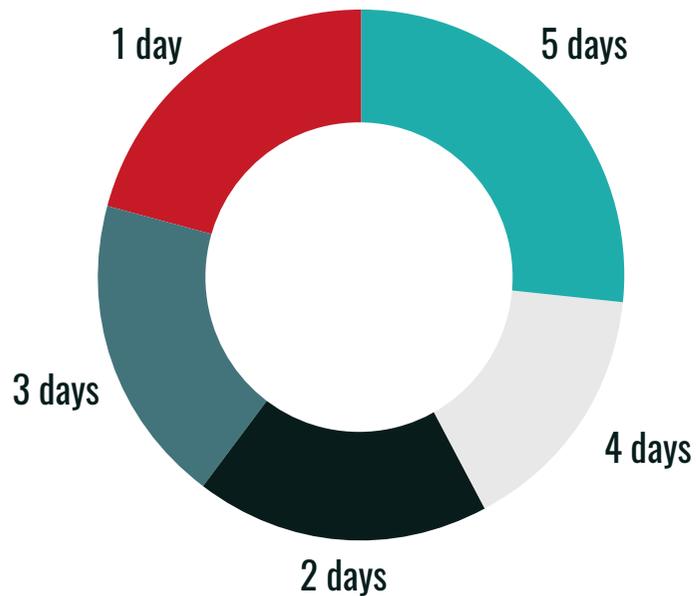
If you attended more than one concert, how did you move around the city?

Foreign Guests Hospitality

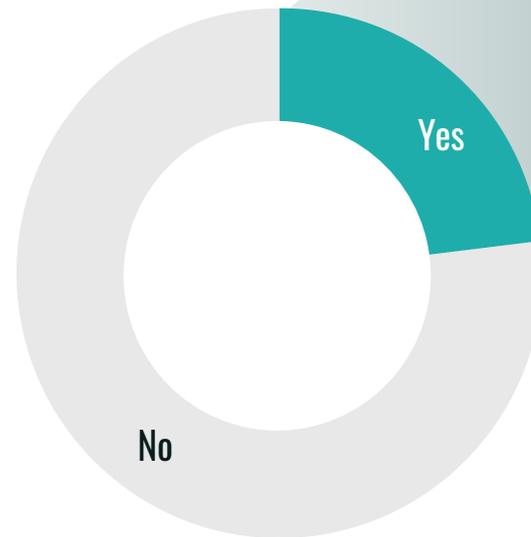
9 out of 10 Foreign guests slept more than one night in the city

HOW LONG

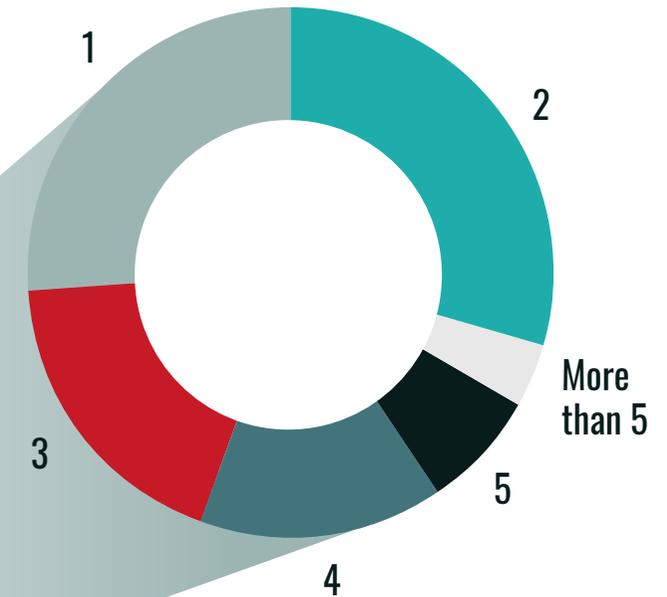
How many days did you spend at the Festival?



Did you sleep in Mantua's Hotels?



If you answered "yes" to the previous question, how many night did you spend in Mantua?



Oficina's Task

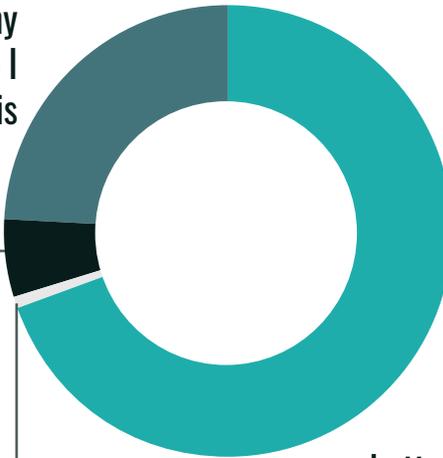
Using music as a way to increase the social awareness on crucial issues

Trame Sonore is committed to an increasingly eco-sustainable world through concrete actions. In 2022, the "A sustainable rhythm" project was integrated into the festival as "19th plot".
What is your opinion about it?

I believe it is important not to forget, on any occasion, the topic of Eco-sustainability, so I appreciated Trame Sonore commitment to this

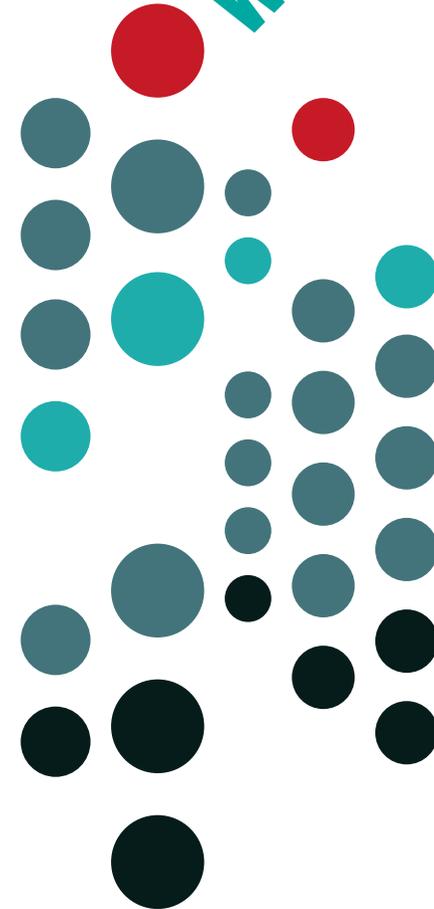
I don't think environmental issues can be tackled with music

I did not attend



I attended the Piazza Santa Barbara concert on Saturday 4 at 10pm and I recognize the importance of this topic. I also appreciated the involvement of Friday For Future team.

WHAT



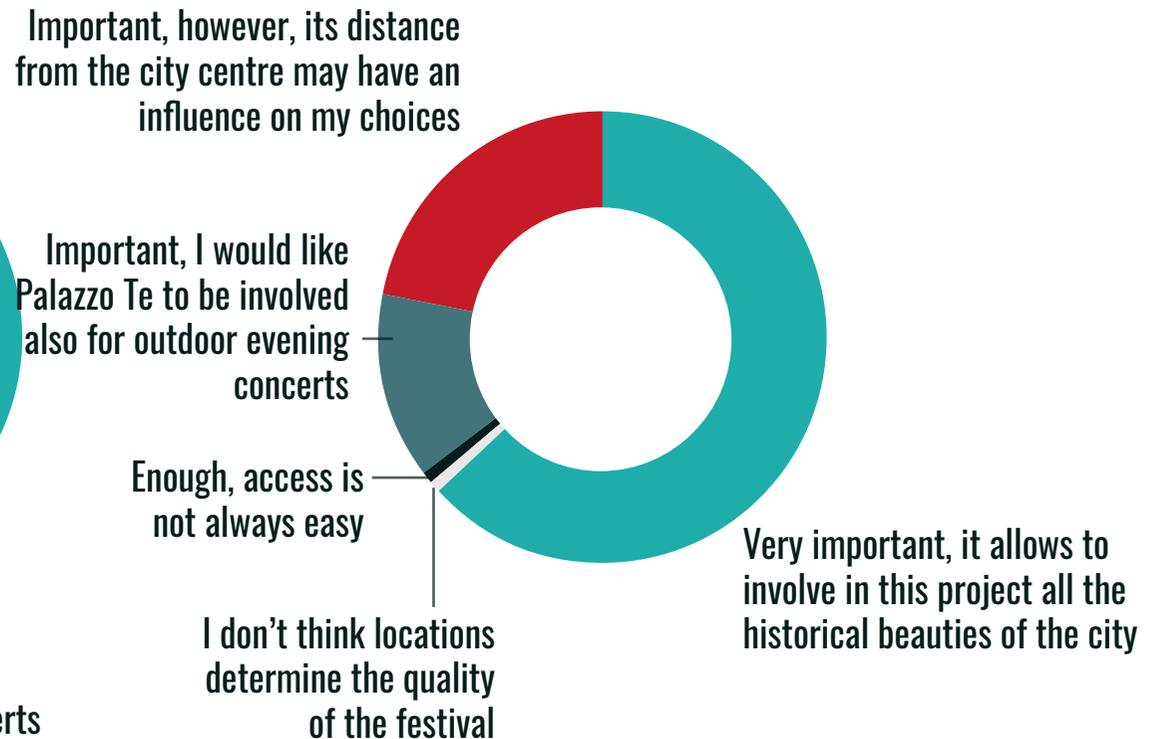
360° of Beauty

WHAT

Trame Sonore is not JUST a music Festival



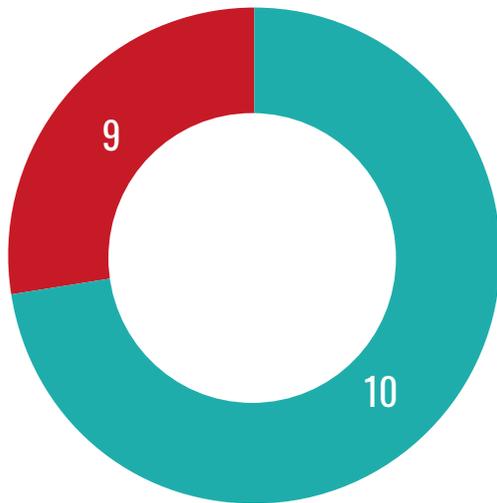
How important is the collaboration with Palazzo Ducale di Mantova for the success of the festival?



How important is the collaboration with Palazzo Te for the success of the festival?

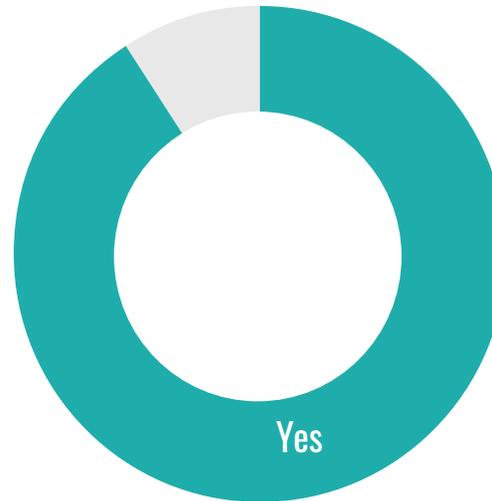
Foreign Audience's Enthusiasm

THE SCORE

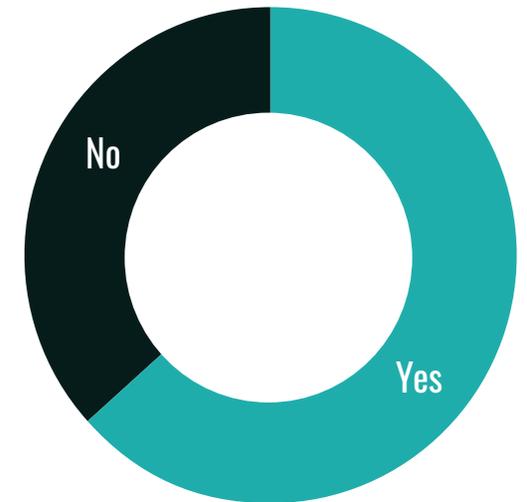


From 1 to 10, what grade would you give to this edition of Trame Sonore?

I already did



Would you recommend Trame Sonore to friends?



Will you return to the 11th edition?

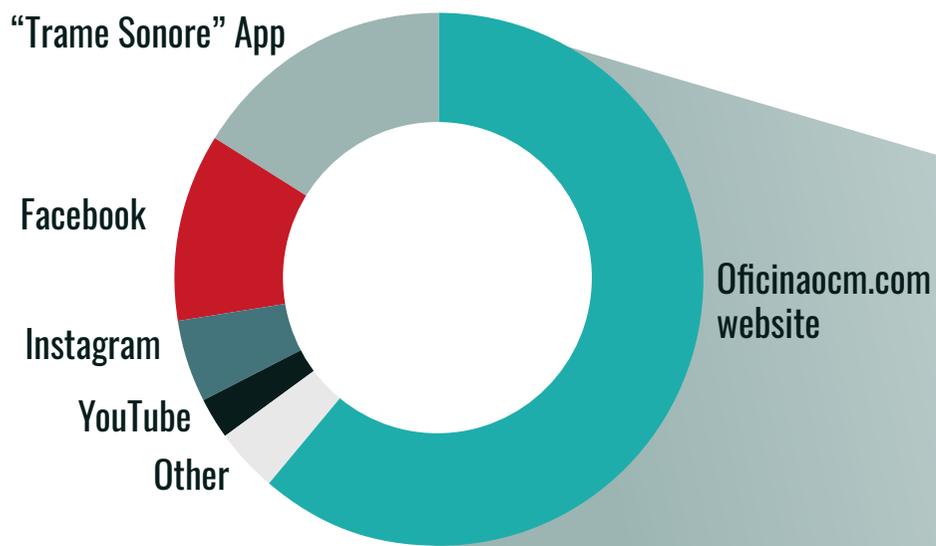


Bookings

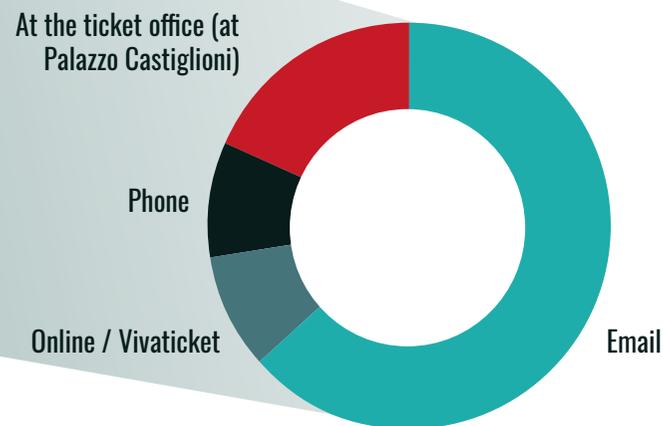
HOW

Most guests booked or got the information they needed on the digital channel of Oficina COM

Before attending the festival, you consulted (it is possible to give more than one answer)



Which channels did you use to book Trame Sonore 2022 events

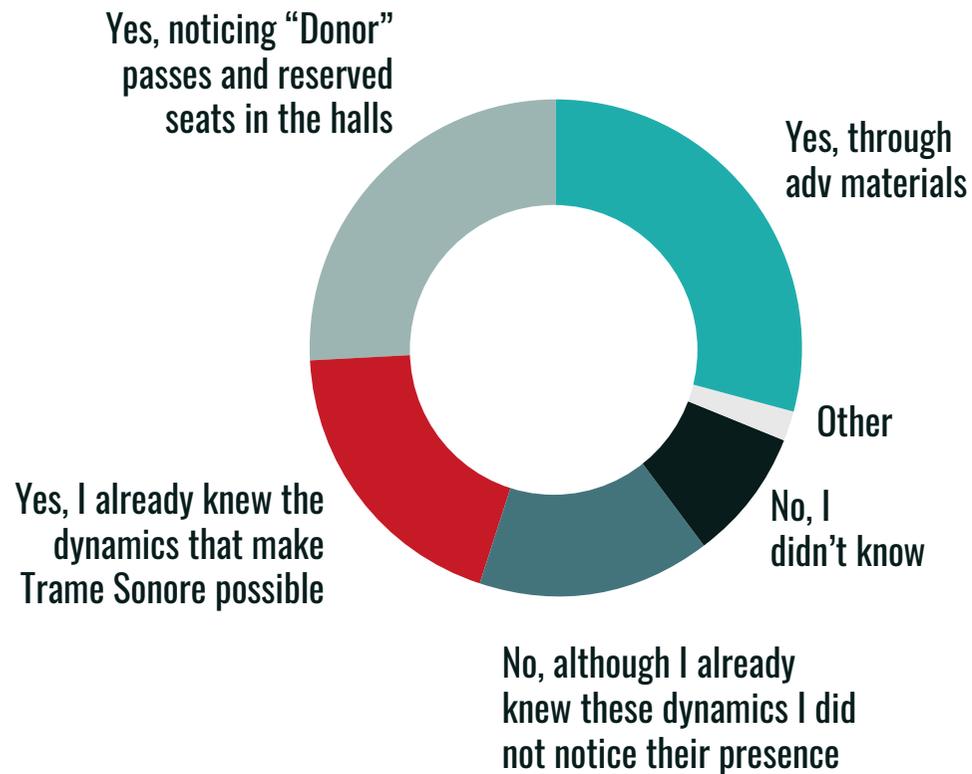


TRAMECENATI

Our sponsors under the spotlight

As every year, the festival was also made possible thanks to private supporters and local companies. Did you notice their presence in the festival?

WITH WHOM



Website Visitors

(from May 23 to June 5, 2022)



2,12
SESSIONI
PER UTENTE

2,57
PAGINE
PER SESSIONE

1197
NUOVI
UTENTI

1290
SESSIONI

1211
UTENTI

00:01:02
DURATA MEDIA PER
SESSIONE

1700
VISUALIZZAZIONI
DI PAGINA



“Trame Sonore” Mantova Chamber Music Festival celebrated its tenth birthday going back to its roots of European Music, Beauty and Art Festival, with about 340 musicians from all over the world followed performing and by tens of thousands of spectators, enthusiasts or occasional, of all nationalities and ages, demonstrating that the two difficult editions during the pandemic period did nothing but increasing the audience’s desire for music and beauty.

Trame Sonore, once again, proved to be a collective event that brings together **great artistic personalities from all over the world**, but which has its strength in the quality without compromises or personalism. With about **40,000 visitors**, the Festival confirms itself as a pioneer of a new popular and transversal way of enjoying beauty and art without superfluities.

Culture is perceived as a **primary need of the individual** and this **international festival** manages to satisfy this need in the best way possible, not only for the city, but for the entire world scene.

CONCLUSIONS

**HAVE YOU DOWNLOADED
OUR APP?**

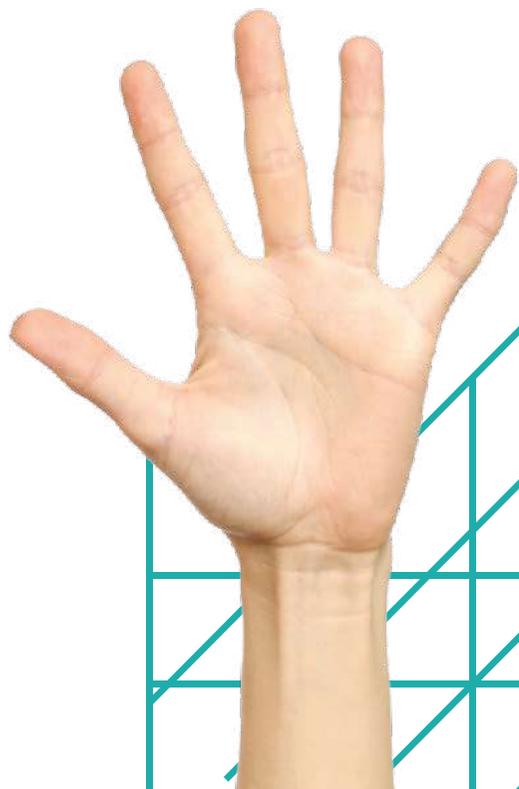


su Google Play ed App Store

**TRAME
SONORE
DIGITAL**

**The next 11th edition will take place
from May 31 to June 4, 2023**

**SEE YOU
in 2023**



TRAME mantova
SONORE chamber
music
festival

CONTACTS

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**FRAME 10
SONORE 2022**

**mantova
chamber
music
festival**