

GEN VERDE: RECENT ACTIVITIES

from January 2012 through February 2014

SHOWS AND TOURS

2012

Tour in Spain

March - May

Audience: total of about 11.000 people, in internationally renowned venues such as the Alfredo Kraus Auditorium in Las Palmas, Gran Canaria.

- 11 performances of the musical "Maria" in 9 cities: Burgos, Jerez, Granada, Jaén, Talavera de la Reina, Madrid, Vigo, Las Palmas, Castellon de la Plana.
- 13 multidisciplinary artistic workshops with children, young people and adults.

Shows in Italy

June - December

- 2 open air concerts presenting "Rapsodia" in the town squares of Valenzano (Puglia) and Sommariva Bosco (Piemonte) for 4000 people.
- 4 performances on the theme of reconciliation for a total of 3000 people in the Auditorium "Centro Mariapoli" of Castel Gandolfo, Italy.

2013

Tour in Israel and the Palestinian Territories

May

- 4 multidisciplinary workshop programmes in Bethlehem, Haifa and Nazareth with the participation of 300 young Muslims, Jews and Christians.
- 3 concerts in Bethlehem, Nazareth and Haifa for a total audience of 2500 people.

Shows in Italy

April - December

- Interactive youth session with 700 high school students in Senigallia (Marches). Debut of the concert "Music Made to be Played" in Porretta Terme (Bologna) for an audience of 700.
- Debut of the project "Start Now" including a final concert in Gen Verde's headquarters for a distinctly international audience of 340 people.
- 3 benefit concerts for the international town of Loppiano (Florence) in the town's Auditorium for a total audience of 3000.
- The concert "Music Made to be Played" for 1000 young people at the Auditorium "Centro Mariapoli" in Castel Gandolfo (Rome).

2014

Shows in Italy

January – February

- The concert "Music Made to be Played" for 1200 people from all over the world at the Auditorium "Centro Mariapoli" in Castel Gandolfo (Rome).

- The project "Start Now" in Verona, broadcast live on Telepace. Six multidisciplinary artistic workshops with 100 young people (14 - 25 years old) ending in a final concert: Gen Verde together with the workshop participants performing for an audience of 3500, mostly young people.

Tour in Spain

February - March

- 3 Workshop – concerts "Start Now" in 3 cities Cáceres, Jaén and Granada.
- 2 concerts "Music Made to be Played" in Albacete.
- 10 multidisciplinary workshops with young people aged 13 to 25.
- 5 interactive youth sessions in Cáceres, Jaén, Granada ed Albacete.



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INTERNATIONAL AND NATIONAL EVENTS

2012

January

Artistic contributions during the programme for Holocaust Remembrance Day, January 26, 2012 at Mandela Forum in Florence, with an audience of 7000 young people.

August - September

Artistic contributions and concert during the international Genfest event "Let's bridge" in Budapest for 12,000 young people from all over the world (August 23 - September 3).

2013

March

Technical service at the international convention "Chiara Lubich: Charism, History, Culture" on March 14, 2013 at "La Sapienza" University in Rome.

May

- Artistic contributions during the Programme for Jewish-Christian dialogue in Jerusalem as part of the "United World Project".
- Artistic contributions during the concluding event of the "United World Week" in Jerusalem, broadcast live via satellite by the Franciscan Media Center.
- Artistic contributions during the meeting of Pope Francis with Ecclesial Movements on May 18th in St. Peter's Square. The event was broadcast live on national and international TV (CTV).

September

Loppiano Lab 2013, third edition:

9 artistic presentations, spread over five days at the Polo Lionello Bonfante, to give a taste of Gen Verde's new concert. Over 1000 were present, including the Italian Minister of Work, Enrico Giovannini.

October

Artistic contributions in the concluding programme of “Danzare la Pace 2013” as part of the 8th International Festival of Harmony Among Peoples for an audience of 500. The programme’s title: “Peace Education through the Arts”.

Workshops and activities in Loppiano

From 2012 to today



One of the main characteristics of our activities is the joy that comes from sharing with others our commitment to build peace and promote a culture of encounter. For us every chance to welcome groups and individuals to our home base in Loppiano is considered a unique opportunity for dialogue.

Gen Verde’s audience varies widely: children, adolescents, young people, families, people of all professions and walks of life. This gives the group a unique opportunity for a lively exchange with many people from all over the world. The dialogue with young people in particular gives us an idea of the problems they face daily and the things most important to them. This is a constant source of inspiration for our creativity and for our choices in the kinds of activities we offer.

PROFESSIONAL FORMATION AND UPDATING

2012

Visit to London for professional updating

October 12 - 21

The five members of Gen Verde’s artistic direction team spent 10 days in London in order to get an idea of the latest developments on the performing arts scene today with a special look at music and drama.

They worked with the actress Sarah Finch, who gave various lessons on the latest tendencies in the world of theatre and led a guided analysis of the five shows and concerts which the team was able to attend there. Through visits to the BBC, the English National Opera and the Globe Theatre guided by professionals who work in these places, they were also able to examine recent developments in the fields of sound, lighting, scenery and video. Upon their return to Italy the team gave a thorough presentation of their visit to the other members of Gen Verde.

2012 - 2013

Courses for professional formation and updating

October - April

A team of five professional musicians and technicians (three music arrangers, a vocal coach and a sound engineer) gave regular classes in music/sound theory and performing skills to Gen Verde’s instrumentalists,

singers and technicians, along with individual lessons in each band member's specific field. Each member completed the full-immersion course including periodic exams in theory and performance.

CREATIVE WORK

2013

New Concert

April - Luglio

In collaboration with a team of five professional musicians and technicians, Gen Verde created new instrumental and vocal arrangements for 15 pieces to present in the band's new concert.

June - September

- Composition and pre-production of five songs, an instrumental and a theatrical piece to present in the new concert.
- Development of the workshops for the "Start Now" project.

September - October

Production, rehearsals and debut of the new concert "Music Made to be Played" and the "Start Now" project.

2014

Production of the new CD "Music Made to be Played"

October 2013 – January 2014

Instrumental and vocal track recordings followed by the various production phases of the album released on Feb. 1, 2014.

Promo video

December 2013 – January 2014

Production of a new Gen Verde promo video (6 minutes).

UPDATING THE BAND'S IMAGE

2013 – 2014

February 2013 to today

Gen Verde has worked with two professional stylists in order to update and improve the band's look both as a group and for each individual member. During the same time frame, work was done to update the image of the band by completely renewing the website with the collaboration of professional web designers. The members of the band have also studied and implemented new strategies in marketing and the use of social media.