



PRESS RELEASE

THE MUSIC OF MITO RETURNS TO THE FACTORY WITH PIRELLI

**On September 9th the “I Pomeriggi Musicali’ orchestra will perform at the new Technology hub
at Settimo Torinese**

**On September 22nd, Pirelli sponsors the “MITO Grand Closing Party”
at the Hangar Bicocca**

Milan, 6 September 2011 – On September 9th at 9 pm the “I Pomeriggi Musicali” orchestra, directed by maestro Luca Pfaff, will be the Group’s guest at the new technology hub for car and industrial tyres at Settimo Torinese, part of the programme of MITO 2011 concerts.

For the second year running, the Pirelli factory will open its doors to the public, in an industrial setting which already in 2010 contributed greatly to the success of this initiative and this year, will sanction the launching of a new phase, with the passage from the setting of the old factory to that of the new plant. The concert represents an occasion to enhance the relationship between classical music and the world of labour and is part of a 20th century Italian and European tradition. The programme this year includes the following pieces: *Darius Milhaud, Suite dal balletto “Le boeuf sur le toit”*, *Artur Honegger, Pastoral d’été*, *Manuel De Falla, Suite dal balletto “El Amor Brujo”*, *Igor Stravinskij, Suite per piccola orchestra n°1 e n°2*.

The Settimo Torinese hub, which employs over 1,200 people, is the result of the integration into a single area of two already existing plants in Settimo Torinese and is also born thanks to the positive cooperation with local institutions and with the Politecnico di Torino in research and innovation. The industrial site, whose construction is in its final phases, constitutes the most efficient and technologically advanced of the Pirelli group in terms of product innovation, productive processes, attention to sustainability and the quality of the working environment. A renowned international architect, Renzo Piano, has been given the task of architectural planning and artistic direction of the “spine”, the central area which will host employee services, as well as all the landscaping, internal pathways and illumination.

In the context of MITO, Pirelli will also sponsor the “Grand Closing Party of the Festival” on September 22nd at 10 pm at the Hangar Bicocca. The event marks the launching of collaboration between two important Milanese institutions at the international level: Hangar Bicocca, a place of excellence in the figurative arts, and MITO, an organization of excellence in music.

Pirelli, the sponsor of the MITO Festival since 2007, has always accompanied its industrial activity with a commitment to support initiatives in the artistic, cultural and educational spheres. A commitment attested to by the collaboration with the Triennale di Milano, the Pinacoteca di Brera, the Peggy Guggenheim collection and the FAI-Fondo Ambiente Italiano. In the world of music and theatre, Pirelli for many years supported the Fondazione del Teatro alla Scala and is currently a partner of the Piccolo Teatro di Milano and the Teatro Franco Parenti. The Pirelli Group also supports Milan’s institute for the blind (l’Istituto dei Ciechi di Milano) in the ‘Dialogo nel Buio’ project and is an institutional partner of the Fondazione Isec – Istituto per la Storia dell’Età Contemporanea.
