



## **Press Release**

### **ROF DIGITAL IS BORN: A MARRIAGE BETWEEN MUSIC AND TECHNOLOGY**

#### **Rainbow and Sinergia partner with ROF under the auspices of CTE Square**

The ROF Digital, conceived by the Rossini Opera Festival on the occasion of Pesaro's bid to become the Italian Capital of Culture in 2024, in collaboration with the Casa delle Tecnologie Emergenti di Pesaro, was presented this morning at CTE Square Pesaro, based on the common desire to strengthen the city's cultural and musical vocation, combined with technological innovation. CTE Square Pesaro is financed by MIMIT: Ministry of the Economy and Made in Italy and FSC: Fund for Development and Cohesion. ROF Digitale is realised in collaboration with Rainbow CGI and Sinergia EPC, partners like CTE's ROF itself, and aims to produce multimedia content that can reach the widest possible audience through virtual reality technology.

Maria Laura Maggiulli, Director of the Technological Innovation and Digital Transition Service of the Municipality of Pesaro, introduced the meeting: "The aim of the project is to bring to life the world of music production with the most advanced emerging technologies, immersing the spectator in the environments of Gioachino Rossini in an engaging and exciting way that can reach a wide audience, especially young people, arousing their curiosity and bringing them closer to Rossini's world".

Cristian Della Chiara, ROF General Manager, was given the task of presenting ROF Digitale: "On the occasion of the online dissemination of our new website, created by Simbiosi, we wanted to present our new communication project, aimed not only at enthusiasts but also at a wider audience. Together with our partners, we have created high-tech multimedia products that can be used both online and at the viewing points that we will create in the theatres of the 2024 Festival and in the venues of the Salone Rossini, musical evenings that will be held in some historic towns of the hinterland".

Sinergia EPC has scheduled the filming of the dates of Playlist Rossini, Un concerto lungo un anno, the series of concerts from the balcony of Rossini's birthplace that the Festival organises every Saturday at 7 pm, covering the entire catalogue of the composer's works. The concerts are recorded live using 360° camera technology with ambisonic audio and can be viewed on VR viewers. Luca Cinti, Product Manager of Sinergia EPC, says: "Also with the collaboration of the startup Deep Reality, based on our experience in vision systems and artificial intelligence in the industrial field, we have applied our skills in virtual reality and immersive experiences to create a system that allows the concerts to be experienced from the balcony of Rossini's house through virtual reality goggles.

**Rossini Opera Festival**

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Rainbow CGI and ROF, with the support of Sinergia EPC, have created Dreaming Rossini, a 5'40" immersive 360° content with a strong emotional impact dedicated to Gioachino Rossini. The content will be available to the public through VR goggles and a planar version will be realised. The aim of Dreaming Rossini is to combine Rossini's musical production with the most modern technologies. The concept and artistic direction is by Luca Modugno, Digital Heritage Innovator at Rainbow CGI, who describes Dreaming Rossini as follows: "It is a virtual, surreal and dreamlike story seen through the eyes of the magpie. The spectator, in the guise of a magpie, will be able to immerse himself in Rossini's environment and musical production, discovering the works and places of the composer from Pesaro in an engaging and innovative way".

Deputy Mayor Daniele Vimini, President of the ROF, summed up: "ROF Digitale brings together a series of public and private excellence that have created a collaboration within the CTE, from which a new project combining culture and technology has been born. I see this as an example of the enormous contribution that collective experiences such as the CTE can make to our city in terms of growth at all levels.

Pesaro, 28 June 2024.