

Press release

THE ROF UP! PROJECT WINS THE “G. SPINA” AWARD FOR DIGITAL INNOVATION IN CULTURAL HERITAGE The award was presented today at the Politecnico di Milano

The ROF UP! app, created by the Rossini Opera Festival in collaboration with Indici Opponibili and supported by the Ministry of Culture and EBWorld, in partnership with Fondazione G. Rossini, Unitel, Casa Ricordi, CTE Square Pesaro and the Orchestra Sinfonica G. Rossini, has won the 2025 'Gianluca Spina' Award for Digital Innovation in Cultural Heritage and Activities.

The award was presented by the Digital Innovation for Culture Observatory at the School of Management at the Politecnico di Milano.

The award ceremony took place today at the Politecnico di Milano during the conference presenting the results of the Digital Innovation Observatory for Culture, sponsored by the Gianluca Spina ETS Association.

At the end of the event, General Director Cristian Della Chiara said: 'We strongly believe in the role of technology in the cultural field, especially when its main objective is the dissemination of knowledge and the education of young people. Since 2010, we have been organizing an educational project called Crescendo per Rossini, which started with schoolchildren and has gradually grown, expanding to schools outside the province of Pesaro and the region itself. As part of this project, ROF UP! was created after winning a competition organized by the Ministry of Culture as part of the Musica 2023 Special Projects. It is an important educational tool aimed at students.

This new recognition from the Digital Innovation Observatory of the Politecnico di Milano makes us proud and further encourages us in our project to spread knowledge about Gioachino Rossini and his music.'

Pesaro, 12 June 2025