

Naples sets fire to the 2015 Festival Valloire baroque

from July 27th to August 5th at Valloire, Savoy

The Neapolitan School, such was the theme of the 2015 festival, the sixth, and a turning point in many respects.

With a sharp rise in attendance and increased media exposure, the festival is staking out its place in the musical landscape. The clever, enlightening programming by Gaël de Kerret, Artistic Director, a rigorous choice of interpreters among the best experts of the repertoire, flawless, though friendly, logistics, all combine to make the Valloire “recipe” a favourite of ever-wider audiences, whether local or national.

2015 offered a wealth of wonderful surprises. The first of all was Maria Marone’s incandescent voice when she and her Neapolis Ensemble duly “called the tune” with their volcanic *villanelle* and *tarentelle*.

Also remarkable, the vertiginous, operatic programme of the Ensemble La Venexiana and Francesca Lombardi Mazzulli, the fiery soprano, whose duels with the trumpet mesmerized the audience.

Among the stars were also Pino de Vittorio, Enrico Baiano, and others.

The closing concert, devoted to Pergolesi’s compelling *Stabat Mater*, in a polyphonic version based on manuscripts found in Lyon, attracted an exceptionally large audience, enthralled by the sumptuous performance of both soprano Heather Newhouse-Peraldo and mezzo Anthea Pichanick.

The 2015 edition was also exceptional for its much wider media coverage, whether in the press with *Le Monde*, *La Croix*, and *Le Dauphiné* or on television with the broadcast of *La Venexiana*’s concert on TV8-Montblanc and other regional TV channels.

Following on this highly successful 6th edition, Gaël de Kerret ups the ante for 2016 with a most unifying theme, if ever : “Bach, All in One!”

The 2015 Festival Valloire baroque and La Traverse (the Off) in a few figures : 19 events over 10 days

The Festival : **10 concerts and 3 lectures**

La Traverse : **6 concerts**

Over 2.800 attended, a 14%-increase on 2014, with ticket sales up by 25%.

The « Association des Amis du Festival Valloire baroque » aims at promoting classical music in Savoy and particularly at Valloire, all the while highlighting the rich baroque heritage of the area. Each summer, it organizes the « Festival Valloire baroque » with its Grand evening concerts, Découverte concerts, Musical Promenades and Libre-cours lectures. The Festival invites reputed French and international musicians.

In parallel with the Festival, *la Traverse (the Off)* offers young professional ensembles – or experienced amateurs – the opportunity to play or sing in the context of a world-class music festival. The sing-along concert “Valloire enchanté” and the now traditional concert of the Mater Class are part of *La Traverse*.

Mixing effort and elation, as required and attained in mountain hikes and the performance or audition of classical music, the Festival Valloire baroque brings festivalgoers double rewards.

Information : www.festivalvalloirebaroque.com / contact@festivalvalloirebaroque.com

Artistic Director : Gaël de Kerret - fgkerret@neuf.fr // **President :** Dominique Longchamp 06 37 63 99 66

Production and communication manager: Julia Maier - prod@festivalvalloirebaroque.com

MEDIA COVERAGE 2015

- 1 report in Le Monde, August 2nd 2015
- 1 article in La Croix, June 25th 2015
- 1 article in La Lettre du Musicien n°466, July-August 2015
- 1 article in Les Affiches de Chambéry et de Savoie
- 10 articles + 2 advertisements in le Dauphiné Libéré + réf. guide de l'été

- France Bleu Pays de Savoie : 35 advertisements from July 20th to July 28th + 3 live interviews
- 1 interview TV8 Mont Blanc in « Expressions », June 18th and replay
- TV broadcast of La Venexiana's concert : TV8 Mont Blanc, TLM, TéléGrenoble

- mailshot to 20 000 recipients of ConcertClassic, July 3rd + 300 website visits
- mailshot to the list of the Tourist Office (appr. 45 000 recipients), July 10th : + 180 visits

- weblinks in Classica, Diapason, the agenda of the Ministère de la Culture, "Savoie Mag" (Département), Le Journal d'Information de la Région Rhône-Alpes, Le Petit Bulletin, Lyon and Grenoble, L'Agenda Culturel du Pays de Maurienne, La Maurienne, Le Messager, La Vie Nouvelle, ...

The press release is available (in French) for download at www.festivalvalloirebaroque.com

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