



A unique event
at the National Cinema Museum

CONNECTIONS
- L'OTTAVA ARTE
("THE EIGHTH ART") -
A new way of experiencing the Museum

Turin, 14th April 2018
Mole Antonelliana

with the support of



FARFADAIS



“CONNECTIONS” is a pioneering production in performing arts that marks the beginning of a new interaction between artistic/acrobatic performances and large museums.

It is where cinema, fashion, design, performing arts and museum spaces meet, engage in a dialogue and inspire each other, creating a new form of expression: the eighth art.

The **National Cinema Museum in Turin** will host the worldwide première of a format that marks a new, unprecedented way of using museum spaces.

The Ottawa Arte (“Eighth Art”) is realised by Les Farfadais, a contemporary circus company amongst the best in the world, a master in blending creative languages and modes of expression.



CONNECTIONS creates:

- A fusion and connection between different yet complementary forms of expression (**cinema, fashion, design, contemporary circus, dance, video art**).
- **Alluring and innovative content, a multi-faceted storytelling:** emotional, imaginative, entertaining, as well as 'cultured' and profound.
- New **points of intersection between culture, art and business strategies.**

We will liaise with cultural operators, promoters, institutions and private sponsors for subsequent touring and refinements to the project.

THE EVENT

Cinema, design and fashion are subtexts of a plot that like in all the best movies will unfold harmoniously in front of (and above!) the eyes of the public.

CONNECTIONS will use **pioneering techniques** and the main show will be an aerial performance thanks to **suspension lines attached from one side of the dome to the other in the Mole Antonelliana**. The show, lasting almost 1 hour, will be divided in four acts that will come to life in the most unexpected ways; an aerial spectacle with constant surprises and twists.





FOCUS

The format reinterprets and renews the role of large museums and specifically the **National Cinema Museum**: not just a recipient for culture, but part of the content itself and an innovative performance.

It creates strong **connections** with institutions, cultural organisations and businesses, involving new audiences on different levels.

It creates a format that can be exported to the most interesting international contexts.

It attracts heavy media attention due to its innovativeness.



LES FARFADAIS

Les Farfadais was created in 1999 from the genius minds of brothers Alexandre and Stephane Haffner, **acrobats, engineers, stilists and visionaries**. Les Farfadais cover both unusual and often pioneering events and more *family oriented* shows.

Over the years, the uniqueness and flexibility that characterise Les Farfadais led many prestigious brands to use them in order to create **large events** (product launches, conventions, business meetings) amongst which: **Tag Heuer, Audemars Piguet, L'Oreal, Louis Vuitton, FCA, Mercedes, Galeries Lafayette** and many others.



LES FARFADAIS

COLLABORATIONS

A love for design led the famous French designer **Pierre Cardin** to notice them in **2001**. It was the beginning of a **long-lasting collaboration**. Cardin designed and made Les Farfadais' costumes for the "Tristan & Yseult" show which was performed all over the world and which ran 50 times in Paris alone. It all escalated from there.

In the following years, it is worth remembering the historic **2013 performance at the Atlantis Hotel in Dubai** when the company created an underwater show never attempted before, enlisting the apnea world champion **Guillame Bussier**.

Over the years Les Farfadais collaborated with famous musicians sharing the stage with them at concerts and tours: amongst them, **Kilye Minogue, Alicia Keys, Wycleff Jean, Johnny Hallyday**.

They are currently performing at the **Palast in Berlin** with a **box-office record show (over 400.000 spectators to date)** with sets and costumes designed by the French star of high fashion **Jean Paul Gaultier**.



THE NATIONAL CINEMA MUSEUM

The National Cinema Museum in Turin is a museum unique in the world and makes a highly evocative stage to the worldwide première of CONNECTIONS. It is one of the most important museums in the world in terms of wealth of collections, innovative exhibition concept and the building that hosts the museum. The performance will bring to life the **large space of the Temple Hall underneath the Mole's Dome.**

Its initiatives and the exploration of new forms of expression make it a cultural hub on the international stage. The première of this performance marks a new, unprecedented collaboration between artistic-acrobatic performances and large museums.



LUCAS: 15 YEARS OF CULTURE

Since 2002, the cultural association **LUCAS** has been involved in the organisation of cultural projects that enhance both the territory and the artistic potential of the Piedmont region.

Amongst our main objectives are to create a **network** - also including international partners – and to establish a link between tradition and innovation. Over the past 15 years, the planning and organisation of events, itineraries and cultural tours contributed to the creation of a “**network**” of **public and private partners**, aimed at developing the territory.

PREVIOUS COLLABORATIONS:

REGIONE PIEMONTE / PROVINCIA DI
TORINO / CITTA' DI TORINO / ROMA
CAPITALE / COMITATO ITALIA 150 /
WEARABLE TECH TORINO / FESTIVAL
HARPE EN AVESNOIS / RIO DE JANEIRO
HARP FESTIVAL / FONDAZIONE CESARE
PAVESE / COMUNE DI BARDONECCHIA /
COMUNE DI SAUZE D'OULX / UNIONE DEI
COMUNI DELLA VIALATTEA / TORINO 2010
EUROPEAN YOUTH CAPITAL / LUCE PER
LA VITA ONLUS / TIME IN JAZZ / ZOOM



CONNECTIONS FOR PARTNERS

CONNECTIONS offers its PARTNER:

- **NAMING OF THE EVENT** (e.g.: “CONNECTIONS by...”)
- **WIDE BRAND EXPOSURE** in digital and offline communication materials
- **COMBINED SOCIAL MEDIA ACTIVITIES**
- **REALISATION OF ANIMATED CREDITS** within the video mapping accompanying the performance
- **RESERVED EXHIBITING SPACE AT THE MOLE ANTONELLIANA** on the day of the event