

**“LOCARNO FESTIVAL” CELEBRATES ITS 70TH ANNIVERSARY: LONG LIVE THE LEOPARD
AND ITS ROAR**

For 11 days, from 2 to 12 August, Locarno will be playing the role of international capital of cinema. EventMore has been called on to provide technology, spaces and facilities specifically designed for the Seventh Art

Locarno, August 2017. Thousands of aficionados are preparing to travel to Ticino and have a first-hand experience of that unmistakable and everlasting atmosphere made up of showings, meetings and contests. This year at its 70th edition, the Locarno Festival has kept intact that special appeal that enchants film lovers of all ages. The event is scheduled from 2 to 12 August in the charming setting of Locarno.

For the fourth consecutive year, the Official Event Solution Partner will be EventMore Sa - but the partnership started long before, as many as 22 years ago, with Electronic Studio. EventMore is a specialist in facilities, audio and video services, and technologies for live and large open air events. Acting as a global contractor, the company has the capability to support the complex machine of the Locarno Festival thanks to next-generation technology. The goal is to offer guests a sensory experience made up of realistic images, unforgettable voices and sounds and memorable events, all enjoyed in maximum comfort.

Piazza Grande once again takes the centre stage with its giant screen, one of the largest in the world, featuring a sophisticated image rendering system. Over 8,000 viewers per night will be watching a selected programme of films and viewings. The Piazza is the essence of the Locarno Festival, with its unparalleled urban setting. EventMore provides the stage lighting system as well as image projectors that will transform the surrounding buildings into a changing open-air stage design. Being a Partner for the event also means doing more, going beyond, and turning our project into a proactive initiative. A perfect example of this is the creation of the contents for the multimedia show in Piazza Grande, specially designed by Patricia Boillat, Locarno Festival Image & Sound Manager with the assistance of Elena Gugliuzza, and programmed by EventMore technicians. The large Piazza is connected with the outside by the Red Carpet, which is every bit as glamorous as any grand Hollywood event. 30 yards of red fabric that sets off the elegance of guests, artists and stars alike. It has recently been redesigned with the addition of a large protective structure and a low-energy impact, high scenic impact LED lighting system.

Many venues are converted for the occasion into theatres for the viewing of feature and short films. Each venue is equipped with projectors, simultaneous translation and multimedia equipment.

But the Locarno Festival is not just great cinema. The 11-day event will also offer a programme of evening initiatives, open to a wide variety of points of view and interpretations. An innovation this year is the Piazza Grande Lounge, an area created with a tensile structure, where people can gather before and after the night show. Completely redesigned by EventMore, this year it has been expanded while leaving its octagonal shape intact, furnished with elegant tables and chairs and decorated with teak flooring. The Leopard Club Lounge offers refined gourmet cuisine prepared every night by a different multistar chef. This lounge has also been spruced up with an even more spacious indoor area with comfortable seating and living areas.

To complete the cinema "village", other service and welcome areas have been equipped with EventMore technology, including the Visconteo Castle, designed to host sponsor nights, the Magistrale where the opening night and institutional events take place, the renovated Press Lounge, and the Photocall reserved for the daily work of photographers.

Best wishes from EventMore for another 70 years of great emotions. #Locarno70 #LocarnoFestival #EventMore

For information on Locarno Festival: <http://www.pardolive.ch>

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