



Friday, March 2, 2018

Press Release

## Rockin'1000 presents That's Live 2018

Saturday, July 21, Artemio Franchi Stadium, Florence

Over 1000 musicians in concert with 18 iconic songs from Rock history

Applications to participate open until June 30

Early tickets available until March 31

**Rockin'1000 is announcing the next big event** that will see over 1000 musicians play together in unison **Saturday, July 21 at Artemio Franchi Stadium in Florence with That's Live 2018**, the format that consecrated the birth of the biggest Rock Band in the world: a true and proper concert where an army of instruments and voices performs 18 iconic songs from Rock history.

ROCKIN'1000 THAT'S LIVE 2018 is the fourth Italian Rockin'1000 event. After **Rockin'1000 - Romagna calling Foo Fighters**, the call that in 2015, brought the famous American band to Cesena thanks to a video that went all around the world, there was **That's Live**, the first concert in Cesena Stadium in 2016, and **Summer Camp**, the two days of immersion in nature and music at the feet of the White Mountain in Courmayeur in 2017. Today, **the biggest Rock Band in the world brings That's Live to Florence**, to start up again with a new, unforgettable show.

With respect to 2016, there are many changes, some of which will make That's Live rich with fresh elements: for the first time, **Rockin'1000 will challenge itself to a charity partnership, donating part of the proceeds to San Patrignano**, a non religious community that, in 40 years of activity, has housed and helped thousands of youths to overcome addiction problems completely free of charge. Furthermore, **Rockin'1000 is upholding its partnership with Arezzo Wave from last year**, the longest living festival and contest dedicated to emerging bands, hosting the 4 finalist bands within the new initiative.

There are two important changes regarding the call to musicians. This time, **the number of musicians will be raised to 1,500, rather than 1,000**, and two new instrumental sections will be added in: one dedicated to **breaths (250)**, and the other dedicated to **percussion (50)**, which will go side by side with the other 5 sections of the classic rock formation: **drums (250), guitars (300), bass (250), keyboards (100), and vocals (300)**. Every instrumental section is looking for musicians!



Among the accomplished musicians that have already confirmed their participation with the “1000,” we refer to **Davide Civaschi, in Cesarean art, guitarist for Elio and Le Storie Tese**, who has participated in Rockin’1000 ever since its first edition. Many other well known faces have expressed their interest and are on their way to confirmation.

*“The times are ripe for a great city like Florence and a great stage like Artemio Franchi stadium. Artists of the calibre of Patti Smith, Clash, David Bowie, or Bruce Springsteen have shown themselves off here, and to think that this summer, our 1000 will show themselves off, it’s a big source of pride for all of us. We’re expecting an unprecedented Italian and foreign participation, and we’ve been working incessantly for months to make sure that July 21, 2018 will be remembered as an unforgettable evening” - says Fabio Zaffagnini, Rockin’1000 General Manager - “This is really a special edition, and for the first time in our history, we will share this milestone of our journey with the community of San Patrignano, donating part of the proceeds to a project that has struck us deeply because of the task, values, and results.”*

#### **CALL TO MUSICIANS: HOW TO PARTICIPATE**

The call to musicians is open all year. Starting from the launch of the new project, the musicians that have passed the selection will be able to confirm their availability and enter into all of the effects in the ensemble that will perform July 21, 2018 in Florence. For those who are newly registered: it is possible to send your own application through the link: <https://www.rockin1000.com/it/signup.php> The call will be officially closed June 30, 2018. After having passed 1,500 participating musicians, a list of attendance will be implemented. For further information: [www.rockin1000.com](http://www.rockin1000.com)

#### **TICKETS**

The Early Bird campaign rewards those who are quickest. It is possible to purchase the first tickets at very affordable prices until March 31 (until they run out). Curve: 17€ (\$20.90) + pre-sale rights. Parterre Platform: 25€ (\$30.74) + pre-sale rights. Side Platform: 33€ (\$40.57) + pre-sale rights. Central Platform: 37€ (\$45.49) + pre-sale rights. Tickets are available on the site: [http://bit.ly/ThatsLive2018\\_it](http://bit.ly/ThatsLive2018_it)

**Rockin’1000 That’s Live 2018 is an event created and promoted by Rockin’1000**, which the support of **ACF Fiorentina** and **Only The Brave Foundation**. Charity Partner: **San Patrignano**. Media Partner: **Radio DEEJAY, Onstage Magazine / Network: Arezzo Wave, Ravenna Festival.**

#### **THE HISTORY**

In 2015, for the first time in the world, 1,000 musicians gathered in a park in Cesena to play Learn to Fly by the Foo Fighters. It was madness and an unexpected success. In a few hours, the video went viral (today it has over 43 million views all over the world) and the American band decided to go to Cesena to answer that invitation with an epic concert.



Just a year later, the Thousand reunited with Rockin'1000 That's Live, the show that marked the official birth of the band, registered an entire stadium being sold out (14,000 spectators), and brought about the homonymous album with Sony Music Italy. In 2017, the team, lead by Fabio Zaffagnini, and composed of Anita Rivaroli, Cisco Ridolfi, Claudia Spadoni, Mariagrazia Canu, and Martina Pieri, left Romagna, the land that they owed their fortune and success to from the beginning, to go up to the roof of Europe with Rockin'1000 Summer Camp, a new format that brought together musicians and the public in a breathtaking location. In 2018, while several activities are in the works overseas, the team is preparing to unload in a Florence Stadium for a new That's Live format edition. Today, Rockin'1000 is an organization known on a global level, which receives recognition, invitations, and collaboration proposals throughout all of the world.

**Awards received:** 2017 - Silver Button YouTube / Best Event 2016 at the Coca-Cola Onstage Award // 2016 - Tribeca Disruptive Innovation Award / Social Network Award / Teletopi // 2015 - StartupItalia! Open Summit (Social Innovation Award) / TeleTopi (Better Community Award). Events and initiatives that have hosted Rockin'1000: Milano Film Festival, Social Innovators Connected SIC!2015, Bea Festival, Italian Lectures - Unicredit, Youtube Pulse, TEDx, IF Festival, Mobile Era is On, Forum of Excellence, RomagnaBanca 2017, Sharing Italy 2017 and many others.

**Rockin'1000 was born from any idea by Fabio Zaffagnini** (General Manager), accomplished with: **Anita Rivaroli** (Artistic Director Special Events); **Claudia Spadoni** (Executive Producer); **Martina Pieri** (Communication Manager); **Mariagrazia Canu** (Media Relation and PR Manager) and **"Cisco"** (Sound Division Manager).

[www.rockin1000.com](http://www.rockin1000.com)

Official Merchandising: <https://www.rockin1000.com/shop/prodotti.php>

Facebook: @rockin1000

Twitter: @rockin\_1000

Instagram: @rockin1000

YouTube: Rockin' 1000

For those who would like to share the video, down below are the embedded links: Learn to Fly - Foo Fighters Rockin1000 Official Video - <https://youtu.be/JozAmXo2bDE> Smells Like Teen Spirit - Rockin'1000 That's Live Official - <https://youtu.be/UI8vqaGGnY0> Rockin'1000 Summer Camp - Power Medley - <https://youtu.be/bAKUJ22LOtM>

#### **PRESS OFFICE ROCKIN'1000**

Mariagrazia Canu - [press@rockin1000.com](mailto:press@rockin1000.com) | +39 377 2941216