

INTERNATIONAL PERFORMING ARTS GROUP

**GEN ROSSO**





## BIOGRAPHY

**GEN ROSSO - INTERNATIONAL PERFORMING ARTS GROUP** was born in 1966 in Loppiano, a small town in the Tuscan hills near Florence: 850 inhabitants from 65 countries around the world, the center of a multicultural coexistence founded on Christian values. For this originality, since its birth Loppiano has generated a strong attraction for thousands of people, who come from all over the world to visit it.

And it was precisely to welcome the many visitors that on Christmas 1966, **Chiara Lubich** (UNESCO Prize for Peace Education) wanted to give the youth of the little town a guitar and a red drum set. Hence the name of the group: **Gen Rosso**, where GEN stands for New Generation and Rosso (Red) is the color of the first drum set. The intent was to communicate, through music, messages of peace and universal brotherhood and thus contribute to the realization of a more united world.

Those were the years of youth protest, pacifism, beat generation, and the name 'GEN' was a wonderful addition to the wave of novelties that characterized that period.

**Gen Rosso's** original activity stems from its artistic and cultural background, from the internationality of its members and from their personal commitment to implement the values of which they become ambassadors in the context of daily life.

A few instruments, a couple of amplifiers and a lot of enthusiasm ... things that characterize it still today.

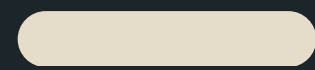
# THE REASON CONCERT



**THE REASON:** It is therefore essential that all of humanity take a step forward: to aim for a solid peace, based on fraternity among people and cultures, through a global formation for peace and globality.

**THE REASON:** Gen Rosso's Pop thus touches the shores of Funk, Rock as well as Ethno and Electronics. It also presents several excerpts of the story with new arrangements and sounds in a minimalistic and effective scenography at the same time, with visuals, lights and shadows that highlight the trajectory of the show.

**THE REASON CONCERT** can take place in outdoor and indoor spaces: Sports Halls, Squares, Arenas, Theaters, Gyms, etc., adapting to particular environments and situations as well.





## ARTISTIC/EDUCATIONAL PROJECT WITH **THE REASON** CONCERT

Based on over 15 years of experience in the "Arts and Education" field, Gen Rosso is able to guide and involve up to 150 young people in **THE REASON CONCERT**.

In just 3 days they are suitably prepared to go onstage alongside Gen Rosso, thus becoming protagonists and multipliers of urgent messages: **Strong without Violence** to say 'No' to the culture of bullying and violence; **ActUnited / One 4 the other**, for a strengthening of self-esteem and fundamental motivations for living; **Hands 4 Peace**, for a transition from tolerance to integration and dialogue, **WE TALENT** to strengthen self-esteem, commitment and responsibility; **HeARTmony**, to train future trainers of inclusion through art., etc.

Traveling through the most diverse social contexts of race, religion and culture, **Gen Rosso** also intends to address people from various specific backgrounds: students, workers, prisoners, people with disabilities, young people affected by drug addiction, alcoholism or unemployment.



## ARTISTIC/EDUCATIONAL PROJECT WITH **THE REASON** CONCERT

Already successfully presented in various cities in Italy and other countries around the world, these projects can be supported at the level of educational, public and private institution level, and are jointly prepared by Gen Rosso and a Local Committee representing all the entities and subjects participating in the project. The project aims to give a general and timely response to the specific challenges that each territory presents. It includes up to **6 types of engaging workshops for 100/150 young people and/or students**, lasting 4 hours for 2 consecutive days.

The third day will be dedicated to setting up the location with general rehearsals for the show featuring Gen Rosso and the participants of the workshops.

Day four: the **THE REASON CONCERT with GEN ROSSO and the STUDENTS**. One show in the morning reserved for students and a show in the evening open to the public.

# GEN ROSSO - FACE 2 FACE

FACE TO FACE (**F2F**) is designed to meet Gen Rosso members directly backstage in their daily life, alternating between songs, videos and experiences in a very direct and familiar way in halls/auditoriums with a limited audience.



# GEN ROSSO - THE REASON PERFORMANCE

On the solid foundation of **THE REASON** Concert, this production is included to reach a more limited number. It follows the same path as **THE REASON** Concert, but with a musical character that varies between electric and acoustic.

# GEN ROSSO MUSIC & ARTS VILLAGE

A course for sharing the experience of Gen Rosso's artistic and formative life. It is aimed at young people who are already inserted, or in the process of being inserted, into the artistic field at a professional level.

The Village is managed by Gen Rosso tutors, supported by teachers with a recognized artistic ability and experience. The program provides an in-depth study of the group's life roots, practical themes and workshops of the various 'performing arts' - Music, Sound & Lights, Theater, Dance, Singing etc.

The Village, which lasts 7-10 days, takes place in the International Little Town of Loppiano (Figline and IncisaValdarno - Florence).



# VILLAGE

# WORKSHOPS with GEN ROSSO

These are workshops, lasting one day or more, designed and conducted by the **Gen Rosso** artists in the various disciplines of show business: **HipHop Dance, Broadway Dance, Party Dance, Percussion and Choir Singing.**

The workshop is suitable for satisfying the numerous requests from schools, associations, parishes, etc. who want to offer, in particular to young people, opportunities for reflection, discovery or growth of their artistic talents.







# ONE STAGE

TEENAGERS IN ACTION

con *GEN ROSSO*

## GEN ROSSO - ONE STAGE

The vast network of **Gen Rosso** artists, expanded through the Villages, allows the group to operate simultaneously in different countries or cities, making the world a single stage: One Stage, in fact.

In response to the requests, some **Gen Rosso** tutors travel to the various cities and, through artistic workshops, guide groups of young people in the preparation and realization of a performance, of which they themselves will be protagonists.

The course, lasting one day or more, is that of a normal **Gen Rosso** workshop that includes creative paths of music, song, dance, body percussion, theater, set design, video editing, documenting.

On the stage of the final performance, open to the public, the youth will exhibit the work done in the various laboratories.



# GEN ROSSO PROFESSIONAL EXPERIENCE

The **Gen Rosso** International Group opens its doors to young artists and technicians, students or professionals of disciplines related to the arts, for a training and professionalizing experience.



In recent years, **Gen Rosso** Performing Arts Group has developed a professional training platform in the field of music and entertainment. From the moment the candidate expresses interest in the experience that is proposed, some interviews will begin with the Gen Rosso management, in which their abilities, expectations and desires will be assessed. Following the interviews, if they pass the selections, they will then follow a path that will aim to lead the candidate to specialize in different technical/production/artistic roles. The roles in the technical/production area are: **Room Sound Engineer, Light Designer, Frequencies Manager, Backliner, Camera Operator, Studio Sound Engineer and Production manager**; the artistic area roles are: **Musician and Singer**.

# Contact Us

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