



## **A LIFE IN MUSIC**

**The first mobile game in the world produced by an opera house.**

**A melody. A memory. A meeting.**

**Can the music of Giuseppe Verdi change a life?**

**A game for smartphones and tablets**

**available free on App Store and Google Play Store**

*A Life in Music* is the first mobile game in the world created by an opera house. Produced by the Teatro Regio di Parma, the game for smartphones and tablets will be available as a free download in both Italian and English through the App Store and Google Play Store. Commissioned by Festival Verdi to the international and multi-award winning leader in the gaming sector for cultural institutions, TuoMuseo, it has been developed in close collaboration with the Festival Verdi Scientific Committee.

“For the Teatro Regio di Parma, this project has represented a new challenge that we have carried out in a truly innovative way. We have crossed into a new frontier in how we communicate our traditions by exploring the relationship between the real and artisan world of theatre, and the digital world of virtual gaming” declares Anna Maria Meo, General Director of the Teatro Regio di Parma. “We are very aware that gaming possesses a huge potential to engage an international audience, both young and old, and our goal through this medium is to meet people of all ages, nationalities and cultures, to create emotional bonds and to bring the Teatro Regio, Giuseppe Verdi, and music in general closer to each of them. Games are the first step in learning: through play we experience enjoyment and excitement, and through participation, we learn. *A Life in Music* wants to be exactly that: an opportunity to play the protagonist and experience the story of two youngsters that have been brought together through music. And through them we can learn, we can discover something new”.

Antonio and Silvia are 18 and 19 years old. He’s quiet and reserved, thin with hunched shoulders, passionate about music with a poster of Verdi in his bedroom, lives with his loving father and his dog Lulù, plays the piano, and dreams of becoming a successful musician. She is beautiful and confident, sings in an indie rock band, is used to living alone with her cat in a large house full of expensive things, her parents are often away for work, and she dreams of becoming a world-famous vocalist.

A piece of music. A memory. The notes of Giuseppe Verdi. A meeting. That’s how it all starts in the summer of 2008 in locations that were and still are Verdi’s: Parma and the Teatro Regio, Busseto and Villa Verdi in Sant’Agata. The story of their friendship, told through 9 acts and 9 Verdian intermezzos, culminates at the Teatro Regio ten years later in the finale of the game that will be released 9 April 2019. Will music have changed their lives?

Creating *A Life in Music* has involved 12 months of work and a team of 6 professionals: Fabio Viola (Game Director and Content), Valerio Todaro (Screenplay and Dialogue), Francesco Bizzini (Developer and Game Design), Elisa Groli (2D Artist and Game Design), Angelo La Farina (Animation), Arkadiusz Reikowski (Music and Sound Effects). It contains 19 original music tracks, 9 Verdian arias recorded live at the Teatro Regio di Parma (in collaboration with Unitel and Dynamic), original hand-painted drawings depicting more than 100 scenes relating to Verdi’s life, and more than 300 animations. *A Life in Music* is a 2D side-scrolling narrative game with no advertising content that

explores friendship, perseverance, trust, courage, and sacrifice, to tell a universal story that sees music take centre stage, in which past and present intertwine, and in which every choice, just like in real life, determine their future.

Alessandro Roccatagliati of the Festival Verdi Scientific Committee who, together with Francesco Izzo, has closely collaborated with the developers in the production of the game, writes that “Passion and musical talent are very difficult to build a life around, and the experiences and emotions associated with doing so are common among young people across many generations. Therefore, we immediately thought we had to insert elements that were actually a part of Giuseppe Verdi’s artistic and life experiences, including the women that shared it with him. So for each of the 9 acts that make up Antonio and Silvia’s ‘story’, we found real events and emotional situations that were similar to ones experienced first-hand by the great Maestro from Busseto. Then, we created musical and representational add-ins that were capable of offering users a first encounter with the “authentic Verdi”. As a result, when you are playing *A Life in Music*, you will take sudden journeys back through time to music written by Verdi that ties into the emotional moment you have encountered. Each journey then brings up a simple skill test associated to a part of Verdi’s life using genuine settings and accurate wording”.

“Involvement, Fusion, Creativity. These are the three aspects around which TuoMuseo’s project has been developed – explains President Fabio Viola, Game Director. In *A Life in Music*, the narrative style, music, and videogaming blend into a single form to tell a universal story and to create timeless emotions. For us, it has been an honour to share this experimental path with the Teatro Regio di Parma who, in commissioning us for this project, has made itself a nurturer of ideas and a driver of innovation by involving creative and inventive people, imagining new ways to convey our cultural heritage, and giving back to its community through a fusion of styles, as it states in TuoMuseo’s *mission*”.

*Festival Verdi is possible thanks to the contribution of* Comune di Parma, the Ministry of Cultural Heritage and Activities, Reggio Parma Festival, Regione Emilia-Romagna, Parma2020 Italian Capital of Culture. *Major partner* Fondazione Cariparma. *Main partners* Chiesi, Crédit Agricole Cariparma. *Media partner* Mediaset. *Main sponsors* Iren, Barilla. *Sponsors* Opem, Dallara, Unione Parmense degli Industriali. *Supporters* Dulevo, Mutti, Sicim, Smeg, Cantine Ceci, Agugiaro & Figna, La Giovane *Advisor* AGFM. *With the support of* “Parma, io ci sto!”. *With the contributions of* Diocesi di Parma, Comitato per San Francesco del Prato, Comune di Busseto, Concorso Internazionale Voci Verdiane Città di Busseto, Opera Europa, Camera di Commercio di Parma, Fondazione Monte Parma, Ascom. *Artistic Partners* Coro del Teatro Regio di Parma, Fondazione Arturo Toscanini, Fondazione Teatro Comunale di Bologna, Società dei Concerti di Parma, Orchestra Giovanile della Via Emilia, Conservatorio “Arrigo Boito” di Parma, Barezzi Festival. *Technical Sponsors* IgpDecaux, MacroCoop, Milosped, Grafiche Step, Andromeda’s, De Simoni. *Tour operator partner* Parma Incoming.

Parma, 1 March 2019

Paolo Maier  
*Responsabile Area Comunicazione,  
Promozione, Editoria e Stampa*  
Teatro Regio di Parma  
strada Garibaldi, 16/A  
43121 Parma - Italia  
Tel. +39 0521 203969  
p.maier@teatroregioparma.it  
stampa@teatroregioparma.it  
www.teatroregioparma.it



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*Game Director and Content* FABIO VIOLA

*Screenplay and Dialogue* VALERIO TODARO

*Developer and Game Design* FRANCESCO BIZZINI

*2D Artist and Game Design* ELISA GROLI

*Animation* ANGELO LA FARINA

*Original Music and Sound Effects* ARKADIUSZ REIKOWSKI

