

Promozione Evento



Vienna sul Lago

Gran Ballo
della
Venaria Reale

Charity Gala



Gran Ballo *della* *Venaria Reale*

Patronages
Merits
The Event
The Program
The Luncheon
The Location
Planimetry and Exhibition Area
Sponsors' Selection
Why Invest
Sponsors' Visibility
Collateral Events
The Event's Numbers
Solidarity
Cultural Activities
Photo Gallery
Partners and Sponsors





During the years, this event has received the benefit from the patronage of

Presidency of the Council of Ministers
Italian Foreign Office
Austrian Embassy at the Quirinale
Ministry of Defence
Piedmont Region
Austrian Embassy at the Holy See
City of Venaria Reale
District of Turin
City of Vienna
City of Turin
City of Novara

Merits

During the years, the event has received several prestigious medals: five medals of merit from the President of the Italian Republic, Giorgio Napolitano, for the important charity achievements, and the Goldene Ehrenzeichen für Verdienste um die Republik Österreich, donated by the President of the Austrian Republic in favour of the promotion of the contacts and cooperation between Italy and Austria.



From the President of the Italian Republic
 From the President of the Italian Republic Silver medal donated in the occurrence of the 14th edition from the President of the Italian Republic Giorgio Napolitano as acknowledgement of the cultural achievements and charity projects brought forward through the manifestation organised by Vienna Sul Lago.



From the President of the Italian Republic
 Medal appositely created for the 15th edition of Vienna Sul Lago and donated to the event as appreciation from the President of the Italian Republic Giorgio Napolitano.



From the President of the Italian Republic
 Medal appositely created for the 16th edition of Vienna Sul Lago and donated for the event as appreciation from the President of the Italian Republic Giorgio Napolitano.



From the President of the Italian Republic
 Medal appositely created for the 18th edition of Vienna Sul Lago and donated for the event as appreciation from the President of the Italian Republic Giorgio Napolitano.



From the President of the Italian Republic
 Medal appositely created for the 20th edition of Vienna Sul Lago and donated for the event as appreciation from the President of the Italian Republic Giorgio Napolitano.



From the President of the Austrian Republic
 Goldene Ehrenzeichen für Verdienste um die Republik Österreich, donated in the occurrence of the 10th edition by the President of the Austrian Republic in favour of the promotion of the contacts and friendly cooperation between Italy and Austria.



From the President of the Council of Ministers
 Medal of merit sent as a sign of appreciation from the Italian President of the Council of Ministers, in occurrence of the 22nd edition.

The Event



The **Gran Ballo della Venaria Reale** is an exclusive Gala Night, of the highest institutional profile, which traditionally takes place in the magnificent Reggia of Venaria Reale.

Created and organized by the **Vienna Sul Lago Committee** in collaboration with the **Italian Navy** and **Consortium for Cultural Valorisation of Venaria**, this is an event that gathers together culture, style and modernity through the union of the dances from the Middle-European tradition and the Italian excellence and lifestyle.

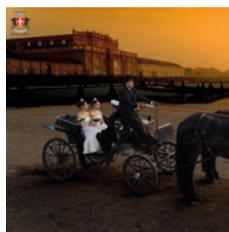
Thirty young Debutantes, accompanied by the Cadets of the Naval Academy of Livorno, will be the first to open the dances with the Opening Ball in the beautiful Galleria Grande of the Palace, with an impeccably-prepared choreography on the music of the traditional Viennese Waltz.

The unique atmosphere and the absolute elegance of the mise-en-scène render the Gran Ballo an event which is one of a kind and well differentiated from other similar celebrations organized in Italy or Europe.

It is a 21st Century fairy tale, which inherits traditions and timeless values from the past and which renovates itself every year, with a non-profit aim, to raise funds for important solidarity projects.



The Program



The **Gran Ballo della Venaria Reale** is not a simple mundane event, it is also a unique opportunity to admire and appreciate, in an exclusive way, the enchantment of a night at the Reggia.

The guests, welcomed by the **Duke's Armata in Sant'Uberto Chapel**, will be able to start the evening with a tour of the **Museum** and a walk through the magnificent rooms of the Palace accompanied by the **live music** of violins and harpsichords, which suit the atmosphere and elegance of a Royal Palace.

After the **Welcome Drink**, the focus-point of the night will be the remake of the historical **Opening Gran Ballo**, which sees the Debutantes dressed in precious white gowns, crafted by designers of international fame, and the Cadets of the Academy in official uniforms.

All the guests, as well, must respect a strict **dress code**: an evening foot-length gown for the ladies and a tuxedo for the gentlemen.

An orchestra composed of young musical talents, protagonists of important concert seasons, will play the event's soundtrack.

07:00 pm
Changing of the Guard
Historical Group "Duke's Armata"
(every 15 minutes)

Museum Path of the Reggia

07:45 pm
Opening of the Galleria Grande
Welcome Drink

08:30 pm
Opening Gran Ballo

10:00 pm
Luncheon

12:00 pm
Cutting of the Cake and Toast
Midnight Quadrille

01:30 am
Modern Orchestra

The Luncheon



After the Opening Ball, the guests are invited to continue the evening with the **Luncheon**, which is served in the Palace's **Citroniera**, a gallery elegantly prepared for the occasion.

A triumph of lights, trompe-l'oeil and precious architectural details are the enrichments of the scenography for a moment that underlines the importance of conviviality as a cultural factor of our national identity, as a lifestyle and symbol of the Italian elegance in the world.

About fifty tables for more than five hundred guests, a flawless mise-en-place with silverware, crystal stem glasses, damask tablecloths and musical entertainment will accompany a menu which is specifically created for the event with Mediterranean Cuisine's specialties and local wines.



The Location



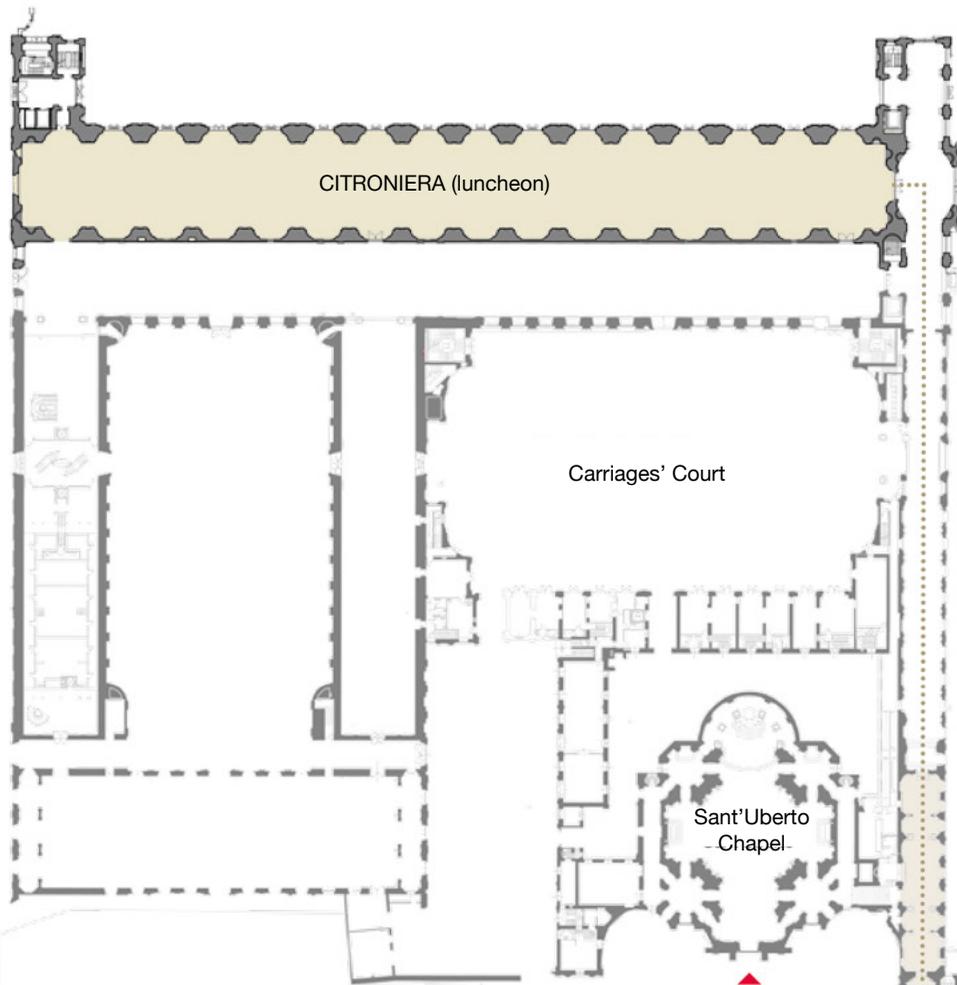
The **Reggia of Venaria Reale** is one of the most majestic and elegant Savoy residences in the whole **Circuit of the Savoy Residences in Piedmont**.

After an accurate intervention of renovation it has been declared **Humanity's Heritage** by **UNESCO** and, with its seven hundred thousand visitors per year, it is classified in the top five mostly visited sites in Italy. Designed by the Architect **Castellamonte** in the middle of the **17th Century** and subsequently integrated by the constructions from a project by **Filippo Juvarra**, the building represents one of the most imposing examples of Baroque's architecture in our Country.

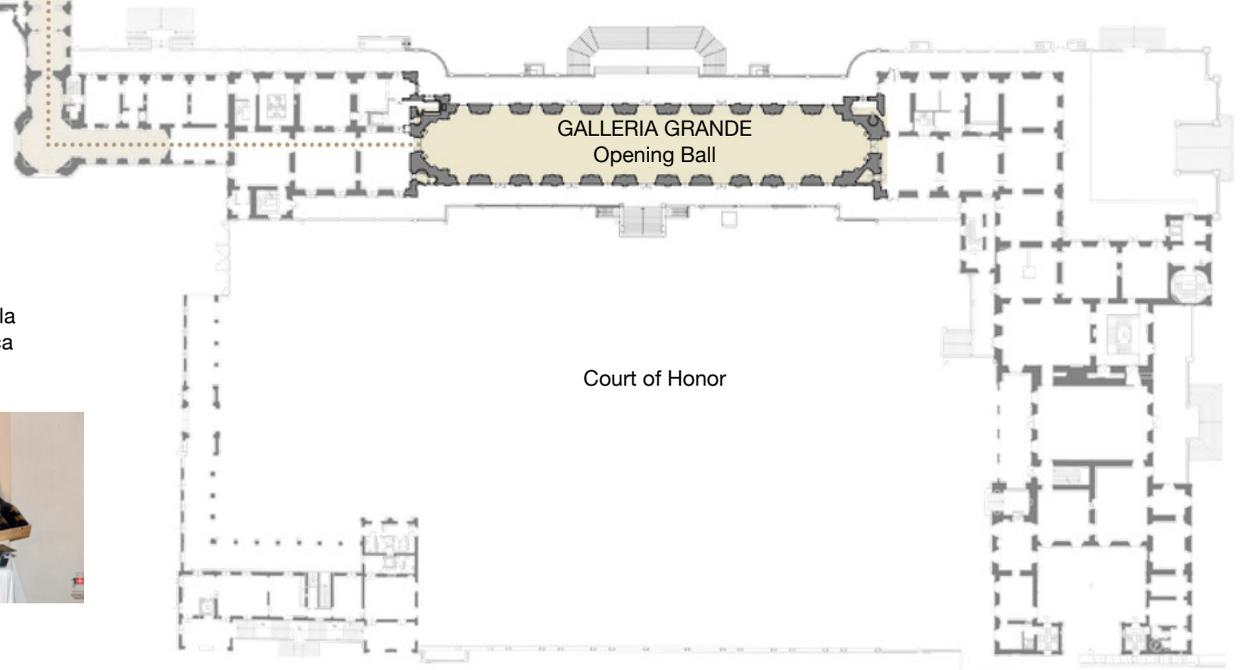
The **Gran Ballo della Venaria Reale** is honored to be the only Italian mundane event hosted in a Royal Palace.



Planimetry And Exhibition Area



Piazza della Repubblica



Fonte: Consorzio La Venaria Reale

During every edition of the Gran Ballo della Venaria Reale, the possibility to expose installations and posters with their logos is offered to a selected and limited number of brands, when in accordance with the event's spirit and goals.

The given areas, whether located outside or inside of the Palace, are chosen thanks to their visibility and presence of people's affluence, so that the selected brands will get the possibility to present themselves in an innovative and exclusive way.

Sponsors' Selection



The selection of the sponsors, called to represent the Italian excellence, is made with outmost care by the Organizing Committee Vienna Sul Lago, in order to guarantee a **brand equity** depending from the specifically considered marketing area.

Why Invest

- An event which is one of a kind, a symbol of taste, elegance and lifestyle.
- Well-defined target, careful and informed about new marketing products
- Opportunity of development for one's own company in a prestigious context.
- Possibility to start public and institutional relations of the highest level.
- Presentation of the brand and its new products close to Christmas festivities.
- Effective activity of Public Relations and Press Office to support the businesses.
- National and International medias cross-covering the event.
- An occasion to support an initiative of the highest humanitarian value, which is recognized by the President of the Italian Republic through many medals of merit

Sponsors' Visibility

The sponsoring companies of the event, as well as presenting their creations in dedicated areas, will get wide spaces for visibility on all the communication's instruments used to present the Gran Ballo, during the event and in the time following, such as:

- Website
- Social Networks
- Mailing List
- ational and international press releases and portfolios
- Monographical brochure
- Scenographical elements on site

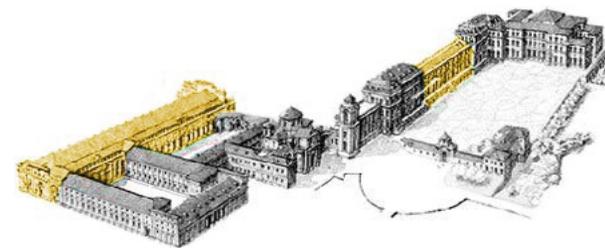
The Sponsors will also receive an electronic-format copy of the press release and photo gallery, and the video of the event.





Fonte: Consorzio La Venetia Reale

Exhibitions



To create the setting for this event, we will offer to a selected number of companies the possibility to exhibit art installations using their own brand names: this opportunity is given to let them present their style, concept and news related to their reality, in agreement with the areas' organization of the Palace's Museum.

The rooms made available will provide an original contrast between the genius of the architects who were active at the Savoy Court and that of the designers of the 21st Century.

The installations can be placed, in agreement with the Organizing Committee, in both inside and outside areas pertaining to the Royal Palace where the public will be able to admire them in the best way:

- Court of Honor
- Piazza della Repubblica
- Sant'Uberto Chapel
- Galleria Alfieriana
- Citroniera
- Rondò

The participating companies will be able to present in an innovative and unique way their creations.

Collateral Events

To the choreographies scheduled for the evening of the Gran Ballo, presented by the young Debutantes and Cadets from the Italian Naval Academy in Livorno, will be added performances and other events supported by the Sponsors.

This could be an **opportunity** for Sponsors to promote themselves with artistical and theatrical short panels that, always in accord with the style of the event and in compatible timing with the official program, can help to further enhance the evening.

The Event's Numbers and Media Partners



The Gran Ballo della Venaria Reale, after more than twenty editions, continues to boast an audience of high-level institutions, civil and military authorities, important state offices of the Austrian and Italian Republics, professionals, artists, personalities from the cultural world and from the entertainment and business sectors.

- 20 Committee members
- 40 Representatives of civil and military authorities
- 30 Debutantes from all over Italy and abroad
- 30 Pupils from the Naval Academy in Livorno
- More than 500 guests from Italy and abroad
- More than 50 journalists from national and international medias, already accredited in earlier editions.
- 35 Musicians
- 50 Sommelier from AIS
- 70 Students from the Hotel School
- 80 Collaborators

National television: for the year 2010 and 2011, Mediaset programs such as “Verissimo”, “Sipario”, “Le Iene”, Rai “La vita in diretta”, “A casa di Paola”, “Festa Italiana”, “Unomattina”, “In famiglia”, live in prime time Raiuno “Il treno dei desideri”, “Rai International” services over the National TV News;

Newspapers: National newspaper agencies, La Stampa, Corriere della Sera, Il Giornale, Il Sole 24 Ore, Torino Magazine, Gazzetta del Sud, La Nazione, TG Com, Torino Magazine Luxury, Donna Moderna, Oggi, Chi, Gente, Vip, Di Più, Visto and other foreign newspapers.

Radios: Radio Italia, Radio Montecarlo and Radio 24.

Solidarity

The **Gran Ballo della Venaria Reale** is the conclusive evening of a solidarity and cultural manifestation that captivates its protagonists during all the preparation's months and particularly in the week immediately before the event.

The Organizing Committee is always committed to support projects and activities which are to benefit the Country, while paying a particular attention to people in need.

Each year the proceeds have, in fact, entirely been sent to support philanthropic activities.

The beneficiaries were:

- Telethon
- Candiolo's Piedmont Foundation for research on cancer
- C.I.S.O.M.- Italian Rescue Body of the Order of Malta
- Earthquake victims in Abruzzo and Emilia Romagna
- Constantinian Cross Onlus
- Other small realities to which were donated medical and computer equipment, or funds in support of economic hardship.

Cultural Activities

The **Gran Ballo della Venaria Reale** is the conclusive evening of a wider solidarity and cultural manifestation named "Vienna Sul Lago". The Organizing Committee has been invested for many years in the promotion of moments which have the task of sensitizing and shaping the new generations. Every edition of the manifestation has been, in fact, linked to significant cultural experiences such as guided tours to ENEA Research Labs in Ispra, Turin's Observatory, Research Centre of EU, Renaissance Museum of Novara, First RMV in Cameri, or meetings and conferences with Professor Zichichi (2010) and the Italian astronauts Paolo Nespoli (2013), Maurizio Cheli (2014) and Walter Villadei (2016).





2006



2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



2017



2018



2019



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Casa fondata in Novara nel 1852

CANTINE
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 La Venaria Reale

Gran Ballo
di beneficenza
della
Venaria Reale

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