



## **A NEW PLAYER IN THE CREATION AND PRODUCTION OF GREAT SHOWS SIZED FOR STADIUMS**

Paris, June 03, 2019 – **Jean-Christophe Giletta** launches live stadium, a new player in the stadium industry. The goal of Live Stadium is to be the partner of stadiums operators who's strategy is to diversify their programming with large cultural events

Stadium operators face two major challenges : a shortage of events able to fill stadium of 40/50 000 seats capacity and a strong competition between stadiums when an opportunity arises (national team matches or large concert).

To meet this growing demand, **Live Stadium** offers a series of great shows scheduled between 2020 and 2024, showcasing the most popular works of the classical repertoire. These shows, with a staging and a scenography scaled for stadium, will allow the spectators not only to attend a great show, but also to learn, to participate and to express their own talent.

The first creation of **Live Stadium**, a « monumental » Swan Lake , will be proposed in June 2020 in France and Europe. The great operas, Aida in 2021 and Carmen in 2022, will follow, then the 4 seasons of Vivaldi in 2023 and the 9th symphony of Beethoven in 2024.

Jean-Christophe Giletta : « For more than 14 years at the Stade de France, I have demonstrated that we can create durable value in stadiums by diversifying the sporting programme with big cultural and popular shows. By proposing spectacular staging, developing bold artistic concepts and unprecedented marketing campaigns, we have gathered more than 1.5 million spectators for great operas such as Carmen, Aïda, Nabucco, Turandot, Verdi's Requiem or for original creations such as the Celtic nights, Urban Peace, Unighted, Ben Hur and Excalibur. Sharing this experience with stadium operators, proposing great cultural shows, accessible to all while entertaining, this is the goal of live Stadium.»

**INFOS: [WWW. LIVESTADIUM.FR](http://WWW.LIVESTADIUM.FR)**

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