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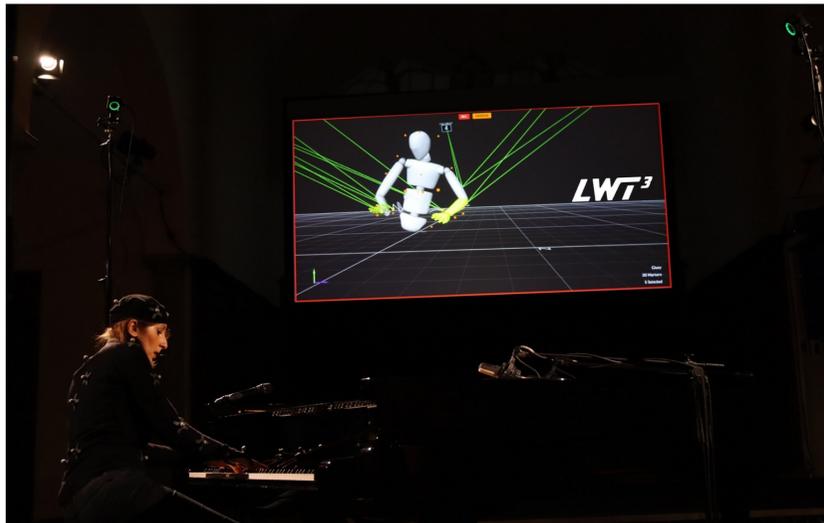
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SEPTEMBER 23rd - 25th, 2022

MUSIC AND THE METAVERSE - AN INTERACTIVE MULTIMEDIA SPECTACLE

3D perspectives and the pianist's interaction with her avatar in the metaverse



Cremona, 7 September 2022 - World premiere at the Cremona Musica International Exhibitions and Festival of *MetaPhase: A Contrapuntal Dialogue between a Pianist and her Avatar*.

A world premiere in the rich calendar of events at Cremona Musica International Exhibitions and Festival, the leading international exhibition of handmade musical instruments and the only exhibition of its kind in Europe, scheduled for CremonaFiere on 23 - 25 September 2022. The metaverse is changing our way of seeing and, in this case, listening, enabling the public to break through the performative threshold of the real and immerse itself in the virtual, to explore a new world, thanks to the integration of digital technologies into the performance arts, thus opening up new paradigms of multimedia spectacle and interaction.

The spectator is thus engaged in an intriguing "augmented" experience, evoked by the 3D perspective of the scene and the duplicated participation of the pianist and her avatar, who dialogue with each other in the metaverse. From the formation of the avatar to its direct interaction with the pianist, the performance promises to be a genuinely phygital experience for the audience. *MetaPhase: A Contrapuntal Dialogue between a Pianist and her Avatar* in the Metaverse is an innovative performance inspired by recent neuroscience studies of performative movement, bio-mechanics and man-machine interaction.

The performance is conceptually rooted in the artistic experimentation of its protagonist Giusy Caruso, the avantgarde concert pianist and Italian artistic researcher, resident in Brussels, who completed her doctorate in Music Performance at the Institute for Psychoacoustics and Electronic Music (IPEM) at the University and Royal Conservatory of Ghent in 2018. Caruso has made her research into gesture and technology the focus of her performance project *T*ActiLE: Technology & Action-led Experience in Contemporary Music Performance* which she is developing in Belgium at the Royal Conservatory of Antwerp, where she works as artist and teacher, and in Italy in collaboration with engineer Paolo Belluco, PhD, and designer Samuele Polistina, at LWT3, Milan. The performance consists in the execution and theatricalisation of pieces of modern music by the pianist, wearing reflective markers which enable a system of infrared cameras (Motion Capture) and analysis software developed by LWT3, to track and acquire her gestures digitally in real time (the system measures the dynamics of her movements: position, velocity and acceleration) which are then transformed and projected as a video avatar or alter ego.

The "metaphase" aspect (a reference to the biological process of cellular division), in which the pianist is duplicated as her avatar, is introduced and supported by her Yamaha Disklavier piano, the creative potential of which is showcased by the performer in her reinterpretation of contemporary musical compositions in harmony with the theme, including the first movement of the "Memento Mori" collection by Belgian composer Wim Henderickx (1962) and a selection from the "72 Etudes Karamiques" by French composer Jacques Charpentier (1933-2017). At the conclusion of this world premiere, which will include spontaneous interactions with the audience, the pianist will play "Piano Phase", a minimalist piece by Steve Reich (1936), in a new version for two pianists in virtual reality inspired by the scientific experiment run in Belgium, at the IPEM Art & Science Interaction Lab, by researchers Bavo Van Kerrebroeck and Pieter-Jan Maes, working together with Giusy Caruso. The concert will be held at the Cremona Musica International Exhibitions and Festival on 23 September, 13.00 in the Sala Stradivari.

Full programme of events: <http://events.cremonamusica.com>

Cremona Musica (September 23-25 2022) is the most important exhibition in the world for high-quality musical instruments, and it is held every year in Cremona, the birthplace of Stradivari and international center of the musical instrument sector. In addition to the instruments created by the Cremonese, Italian, and international masters, Cremona Musica hosts a rich and varied calendar of events, with concerts, exhibitions, masterclasses, competitions, conferences, with world-class artists. The event takes place in synergy and collaboration with local institutions: the Municipality, the Chamber of Commerce, the Province and Trade associations, the Museum of Violin as well as the Lombardy Region and the ICE-Agency. Despite the pandemic, the 2021 edition took place regularly and saw the participation of 215 exhibitors from 23 countries (42% foreign), with a program of over 130 events in 3 days, 300 artists and personalities involved including concerts, masterclasses and presentations and delegations of Buyers from 12 selected countries with the support of the ICE-Agency.

Testori Comunicazione
Via Fiori Chiari, 10 - 20121 Milano
Tel. 02 4390230
www.ufficiostampa.milano.mi.it
press@testoricomunicazione.it



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