



# “LIVE A MOVIE-LIKE EXPERIENCE IN A PURE ITALIAN STYLE”

## WHAT IS “ITALIAN DANCING” ?

**ITALIAN DANCING** is a program of entertainment all Made in Italy designed and implemented by **Roberto Polisano**: singer, musician, showman and entrepreneur with twenty years experience.

We bring Italian art, culture, music directly to your home.

**Italian Dancing** entertains your customers at any time of the day. it's dedicated not only to those who love to listen to, but also for those who like to dance the most beautiful Italian music, ranging from traditional Italian folk dance, the waltz, the mazurka, the polka and the tarantella, but also the famous Italian melodies with the best songs from the 50s to nowadays. **Italian Dancing** can be tailored to the customer's request according to specific needs and requirements, such as private parties, corporate events, anniversaries, wedding parties and more.

You can start the evening by practising your moves with our coach dancers and with the band leader, who will involve you with a lot of good dance music. Then you can enjoy a drink listening to the big hits of the '50s - '60. In the meantime while our chefs will be preparing a buffet with Italian specialties.

After dinner, Roberto Polisano and the Italian Dancing Orchestra will offer a complete and wide repertoire of Italian music hits whilst our dancers will show some dance moves to the audience. You can choose which songs to dance and to listen to, or you can sit and enjoy at your table.

Italian Dancing will allow you to live an exciting experience of traditional Italian festivals!



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## **WHY “ITALIAN DANCING” ?**

Italy is one of the best travel destinations abroad for Americans and others. Some are Italian-American and others simply love Italy: its art and culture, food, wine and music. Just think about how many celebrities, artists and actors have decided to buy a house in this beautiful country.

According to Lonely Planet guide, “with 44 sites, Italy has more UNESCO World Heritage Sites than any other country in the world.” Art Cities “such as Rome, Venice, Naples and Florence have been the top destinations of many visitors for centuries. *“Start with the music and continues with a love story”*.”

## **SOMETHING ABOUT US**

Italian Dancing is the brainchild of a young Italian singer, Roberto Polisano. Well known throughout Italy, where he regularly tours with his band, he also works as a journalist for national popular magazines from Cairo Editore Productions ([www.robertopolisano.com](http://www.robertopolisano.com)).

Italian Dancing is not just music, but also dance, poetry, cuisine and entertainment in a pure Italian style. With us you will experience the atmosphere of the Italian music, folk dancing, you will know the poetry and the melody of the most famous songs of the Italian tradition, but also enjoy some typical music of the different regions of the Peninsula.

## **WHAT IS THE “ITALIAN DANCING ORCHESTRA” ?**

The Italian Dancing Orchestra consists of 11 professional musicians committed during the year on tour with famous Italian singers. A mix of energy, entertainment and music of high quality. The band consists of: male voice, female voice, drums, bass, guitar, keyboards, piano, accordion, saxophone, trumpet and trombone and also a mandolin and other ethnic instruments upon request.

## **ANY THE EXTRA REQUESTS ?**

We can provide, at your request, the following professionals, for all your needs:

- **ITALIAN CHEF**, a renowned professional with extensive experience on regional cuisine.
- **NEAPOLITAN PIZZAIOLO**, a trained professional from the Academy of Italian pizza. [www.pizzaitalianacademy.com](http://www.pizzaitalianacademy.com)
- **WINE MANAGER**, Unlike the wine taster, the wine manager is a sommelier that is able to integrate the sensory analysis with the presentation, the service and the wine pairing. The taster focuses on the technical opinion and on wine quality (in particular, is trained to detect and evaluate any defects); the sommelier (wine manager) should know, “tell” (ie “communicate”) a wine or describe it in “lyrical” terms as well as strictly specialized (technical language). [www.aisitalia.it](http://www.aisitalia.it)



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- **DANCE TEACHERS** professionals coming from the National Association of dance teachers [www.anmb.net](http://www.anmb.net) will teach the standard dances and group dances to your customers.
- **ITALIAN LOOK MAKER** is the artist who will wisely highlight the beauty of every woman. It is an extremely difficult art which is renewed, transformed, day by day, over the years, through the ages, because it needs to be always in harmony with the inspiration of women's fashion. Hairdressers and famous makeup artists, were confidants of queens and empresses. The art of hairdressing and make-up artists is always in continuous progress and evolution. Even today the figure of Look Maker is very popular amongst VIPs and celebrities.
- **WEDDING PLANER** will offer his advice to allow couples to have a perfect wedding. Our professionals come from the Italian wedding planner association. [www.associazionewp.it](http://www.associazionewp.it)
- **ATELIER WEDDING DRESSES** in partnershp with The House of the Bride (La Casa della Sposa) of Viano - Reggio Emilia – Italy. [www.casasposa.it](http://www.casasposa.it)

## COSTS

- The Italian Dancing Orchestra costs 6,600 USD per show (in net travel to/r, meals and hotel)
    - # 1 Dance Teacher costs 300 USD per day (recommended at least two)
      - The Wine Manager costs 300 USD per day
      - The Italian Chef costs 300 USD per day
    - The Neapolitan Pizzaiolo costs 300 USD per day
      - The Look Maker costs 300 USD per day
    - The Wedding Planner costs 300 USD per day
- For each of them there will be a per diem of 150 USD

## WARNING

The service platform and tools are ON YOU (see datasheet attached)



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## **WHAT IS “ITALIAN DANCING BUSINESSES” ?**

**Italian Dancing Businesses** is also a unique opportunity for Italian companies exporting to the United States or other countries of the world and who want to **strengthen their brand** identified with events Made in Italy and with scenarios of high impact marketing.

Companies that are interested in the values and objectives of Italian Dancing Businesses for the year of Italian culture in the United States and wish to link their brand to our events, can take the opportunity and explore different forms of participation, each with different forms of outcome in terms of visibility and image: Membership, Partnership, sponsorship and co-production.

Other forms of participation can be defined by the undertakings concerned, by contacting **Roberto Polisano Corporation**, owner of Italian Dancing. If you want to host an event at Italian Dancing or scheduling events and sponsorships please contact us:

**Tel.-Fax: +39 0541.055278 – Mobile: +39 331.7319920**

**E-mail: [info@italiandancing.com](mailto:info@italiandancing.com)**

**Web site: [www.italiandancing.com](http://www.italiandancing.com)**

The program of events can be arranged flexibly for either one night or for a whole week with Italian dance music, popular songs of the Italian tradition. Inclusion of any sponsor of *Made in Italy* brand.

***For all your customers we will offer the album ITALIAN DANCING COMPILATION  
(It contains the theme song of Italian Dancing).***

For more information and brochures, please consult our official website.