

Press release April 25th

A ROSE FOR VENICE

For the historic Venetian feast of San Marco on April 25th, otherwise known as the “Festa del bocolo” - the “Feast of the Rosebud”, more than 1000 Venetians have formed a majestic ‘human rosebud’ in Piazza San Marco

The first such happening of its kind, accompanied by a record-breaking face painting session and a flash reading. The image of the giant rosebud, created on the day of Saint Mark and as part of the sixth event in the “Venice Revealed” project, will go down in history.

One thousand of venetians met in Saint Mark Square today, April 25th, day of the **Feast of Saint Mark**, to create a “bocolo” - the traditional rosebud that for centuries every man in Venice presents to his beloved on Saint Mark’s day – that has boom thanks to their bodies, which have created 850 square meters of red petals and 150 square meters of stalk and green leafs, and a picture has been taken from the bell tower of Saint Mark Cathedral. A new and contemporary way to live the traditions of the city and to send a message to the world: Venice is an extraordinarily vivacious and modern city, capable of looking to the future from the standpoint of its finest traditions. While the petals of the rosebud were formed by adults, the green of the stem were reserved for the youngest participants, who represent the future. Moreover a rose has been painted on the face of every participant, for a record-breaking *face-painting* session, to symbolically present the face of the city in a different light than it is usually shown in, using the art of body-painting as an alternative medium for communication.

To complete the *Land Art* performance **A Rose for Venice**, conceived by Venetian artist **Elena Tagliapietra**, a *flash-reading* by author **Alberto Toso Fei** – in Italian, English and Venetian – has told the legend of the rose that is bestowed as a gift on Saint Mark’s Day: the story of the love between noblewoman Maria Partecipazio and the troubadour Tancredi, who did not hesitate to sign up for the Crusades in the ranks of the Paladins of France in order to earn her father’s trust. The young man died in the attempt, but was able to send one last gift to his beloved: a rosebud stained with his blood. A story both tragic and sweet, in memory of which the ritual of the red rose is perpetuated every year, in the name of Love.

The incredible performance **A Rose for Venice** is part of a larger project entitled “**Venice Revealed**”, conceived by **Alberto Toso Fei** and **Elena Tagliapietra**: thirteen events in two years in thirteen different locations around the city, to tell the story behind the traditions and anecdotes rooted in the past of the Most Serene Republic, accompanied by different artistic performances at each event. The remarkable attendance at the first five events, which were held at the Fish Market in Rialto, the Squero at San Trovaso, in Forte Marghera, at the Telecom Future Centre in San Salvador and the Teatro La Fenice, confirmed the importance of the project and the artistic and literary value recognized by our audiences.

The sixth event has constituted a memorable moment for the city, as this special artistic performance has involved one thousand of citizens in a great sunny day who have reclaimed their Piazza on the day of their Feast, creating an image that will go down in history. Together with them, also hundreds of “Venetians of the heart”, people who even not living in the city, often come back, from abroad, and know and love it as their own city.

The project “**Venezia Rivelata**”, which relies on the talent of musician **Mattia Corso** who creates original compositions for each event, is produced in collaboration with **Vela spa** and with the organizational support of **2erre Organizzazioni**. Over the next eighteen months, seven more artistic and literary performances will be scheduled across the calendar of the most important holidays in Venice linked to an ancient legend or a tradition of historical significance. The next event will take place on the Feast of the Sensa, on May 31st, at the Arsenale in Venice.