

A night scene of a fire festival. In the foreground, the silhouettes of several people are visible against a massive, intense fire display. The fire consists of numerous bright, orange-yellow flames and sparks that erupt from the ground, creating a large, glowing arc. On either side of the fire, there are tall, ornate pillars with statues on top. The background is dark, with some trees visible. The overall atmosphere is one of excitement and wonder.

FESTI GROUP

BRINGING
WONDER TO THE
WORLD THROUGH
EVENTS AND SHOWS

FESTI GROUP

is an Italian creative *factory* that designs and produces large-scale public and private events.

The core idea behind Festi Group's work is the intuition that the contemporary art of events lies at the intersection of multiple disciplines: theatre, dance, performance, architecture, and light.

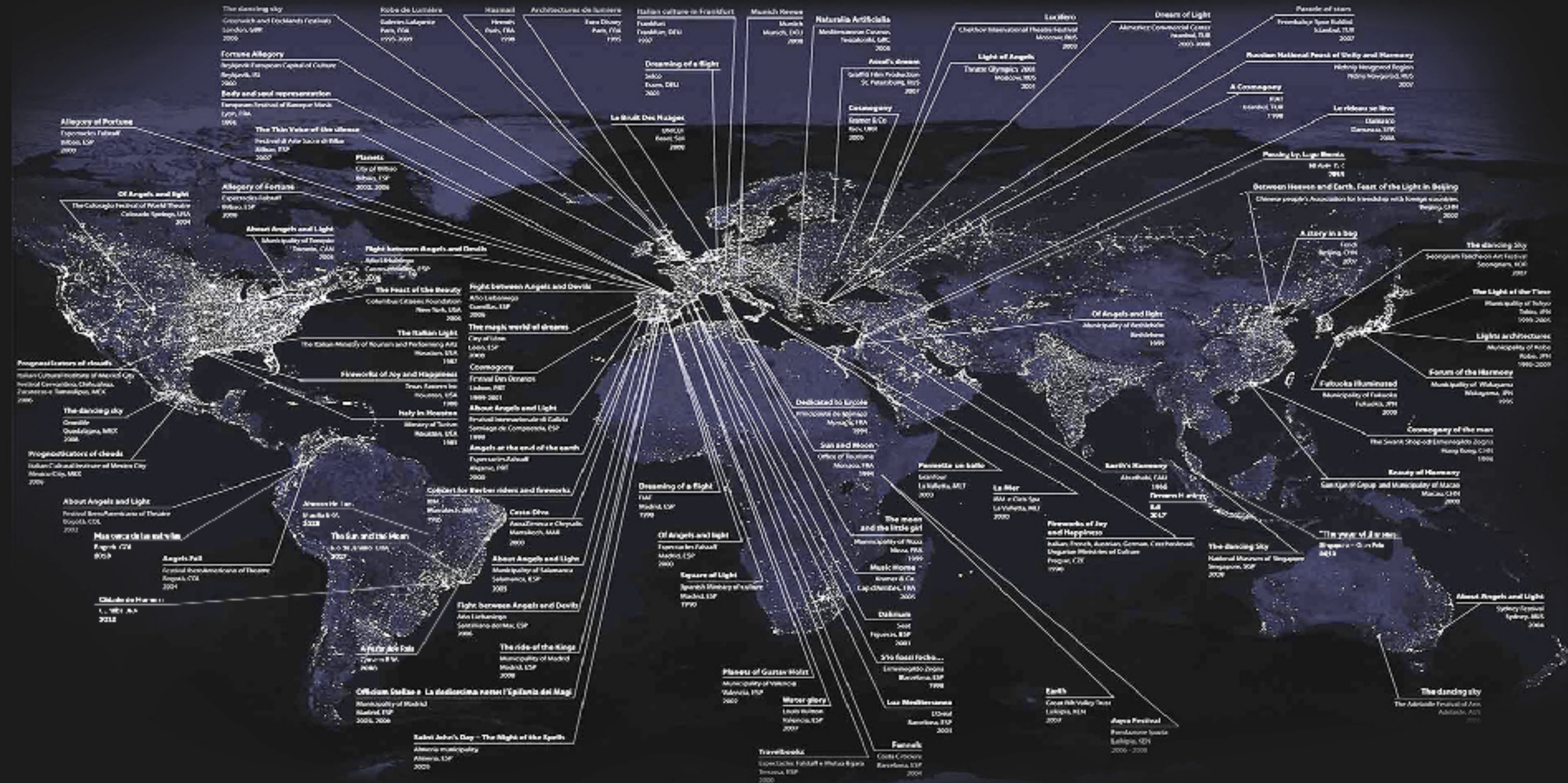
Each project is a bespoke composition—a celebration of place and memory that brings people together **in wonder**.

Festi Group brings together artists, designers, videomakers, writers, musicians, and inventors to build an open-air art form that transforms public space into a collective experience.

Its works have reached over 70 countries, with projects commissioned by cities, governments, institutions, luxury brands, and cultural festivals.



FESTI GROUP IN THE WORLD



VALERIO FESTI



ARTISTIC DIRECTOR
A MAN OF THE
NEW RENAISSANCE
ARCHITECTURES OF LIGHT

Valerio Festi is one of the most visionary creators of urban events of our time. His work merges Baroque aesthetics with contemporary art, reinterpreting the idea of "celebration" as a universal language.

With a background in philosophy and theatre, he has worked in over 200 cities — from Tokyo to Paris, from Moscow to Rio de Janeiro — creating performances and installations in city centers that celebrate the urban landscape and collective memory.

In collaboration with some of the most important Italian musicians of the 20th century — including Luciano Berio, Claudio Abbado, Ennio Morricone, and Gianandrea Gavazzeni — he created "The Total Opera": unique artistic projects where music, architecture, and ritual meet and merge.

In the early 2000s, he created festive installations across cities in Europe and the Americas, involving architectural "Masters" such as Renzo Piano and Oscar Niemeyer.



ARCHITECTURES EFFIMERE A SIGNATURE FORM



His ephemeral Architectures have transformed many cities, from the USA to Japan, turning public spaces into temporary squares. A sublime language that speaks to millions, displayed for extended periods in the iconic spaces of urban landscapes.

Each installation is unique, conceived in harmony with the spirit of the place and its communities. They speak the language of light, but tell stories of resilience, memory, and joy.

 **Kobe** – Annual festival since 1995

Created in the aftermath of the earthquake; 8.3 million visitors per year; 30-meter-high luminous arches

 **Parigi** – Galeries Lafayette

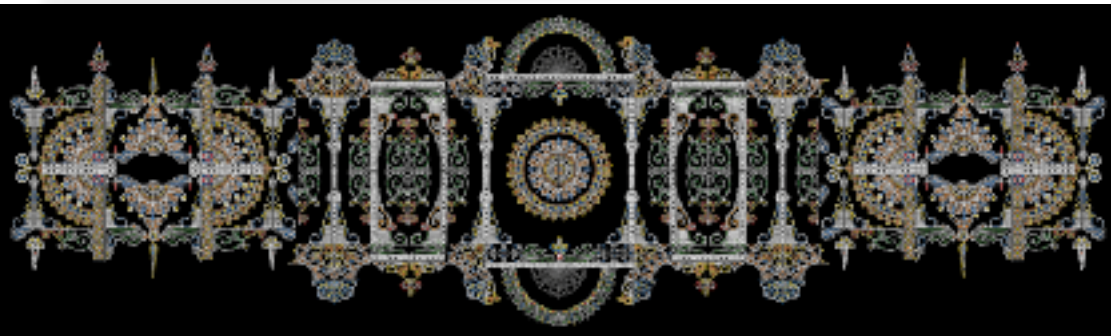
The light installation attracted 8.2 million visitors; +12% in seasonal sales; over 200 million views on Google Images

 **Tokyo** – Five-year collaboration with the City
7.3 million visitors per year

 **Houston** – Recognized by the American Institute of Architects as the best Urban Design Project of the year in the US

 **Mosca** – 11.3 million visitors in 2 months; awarded first prize by Mayor Sergei Sobyenin

 **Pechino** – Light installation for Memorial Day.



K O B E

20 CONSECUTIVE YEARS

WHY: the architecture of light was placed for 20 years after the earthquake of January 1995. The long Gallery of Light for Kobe became THE festival of the city, replacing the festivals of tradition.

MAIN RESULTS: a success with 3,5 MILLION visitors already in its first year, growing through the following years reaching 8.3 MILLION of visitors in its last edition.

INNOVATION: an example of the importance of this art installation to the city is the large amount of merchandise produced for the occasion and the commemorative stamp, created by the Japanese Post and Telegraphs with an image of Valerio Festi's corridor adorned and illuminated, with a circulation of 80 million stamps.







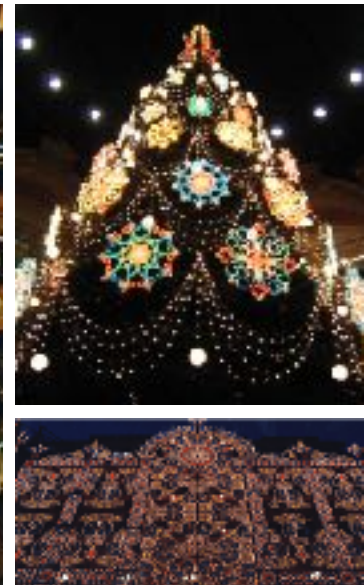
P A R I S

12 CONSECUTIVE YEARS

WHY: Valerio Festi designed a special project for the Galeries Lafayette, one of the most famous department stores in the World. The façade of this cathedral of trade "dressed in light" has since then become the symbol and icon of the Christmas of the Parisian.

MAIN RESULTS: During the period of the installation sales increased by 22% over seasonal averages. It is such a success that, on Google Images, if you type the words "Galeries Lafayette", the picture displayed is the building with Festi Group's installation.

INNOVATION: We invented a technical system to attach the architectures of light without nails or screws but by inventing pressurized tubes and a system of 760 electrical circuits to realize the biggest dimmed surface ever built.





A photograph of the Galleries Lafayette building at night, heavily decorated with Christmas lights. The building's facade is covered in intricate light displays, including a large central square panel with a circular motif and a smaller one above it. The roofline is adorned with a series of pointed, illuminated structures. The ground floor features a row of decorative light fixtures. The overall scene is vibrant and festive.

**GALERIES
LAFAYETTE**

TOKYO

7 CONSECUTIVE YEARS

WHY: Valerio Festi started realizing a 7-year lighting architecture inaugurated by the light installations of Tokyo Millenario during Christmas in 1999. Festi Group helped combat the Japanese people's fear of the arrival of the new millennium: there was a growing planetary anxiety that the already technologically hyper-connected World would not be able to make the transition to the new Millennium and that millions of computers would crash, leaving people in chaos.

MAIN RESULTS: The architectures of light, desired by the country's authorities, proved that it could overcome this date transition, and in that sense it did its job: the city lived again with joy.





MOSCOW

7 CONSECUTIVE YEARS

WHY: At Christmas, Moscow was transformed into a festive wonderland with installations by Festi Group: enchanted trees, galleries, and palaces conjured from nothing, inspired by Italian splendor — a clear nod to the St. Petersburg envisioned by Italian architects.

MAIN RESULTS: In 2015 and 2016, the “city within the city” conceived by Valerio Festi won the Best Design award at the Moscow International Festival of Christmas Lights.

INNOVATION: Streets and squares were transformed by luminous sculptures installed in the city center, along with numerous themed photo spots designed to encourage sharing on social media.





MONICA MAIMONE

ARTISTIC DIRECTOR THEATRICAL

WORKS



Monica Maimone is a leading figure in international theatre and public performance. With over fifty years of career, she has pioneered new forms of poetic and political theatre, always rooted in civic engagement, cultural memory, and social inclusion.

She has directed ceremonies for the Olympic Games, UNESCO events, and international festivals from Bologna to Bogotá, from Tokyo to Doha. She has worked with Ministries of Culture, Environment, and Foreign Affairs, bringing a humanistic vision to large-scale productions.

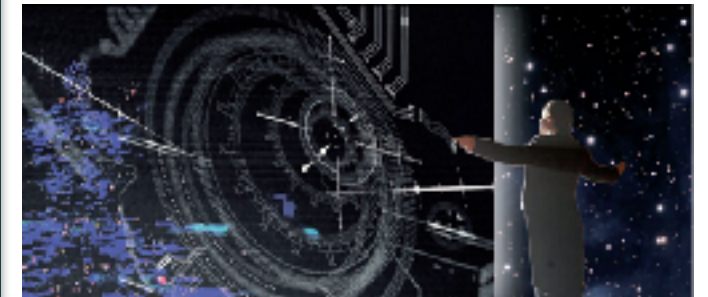
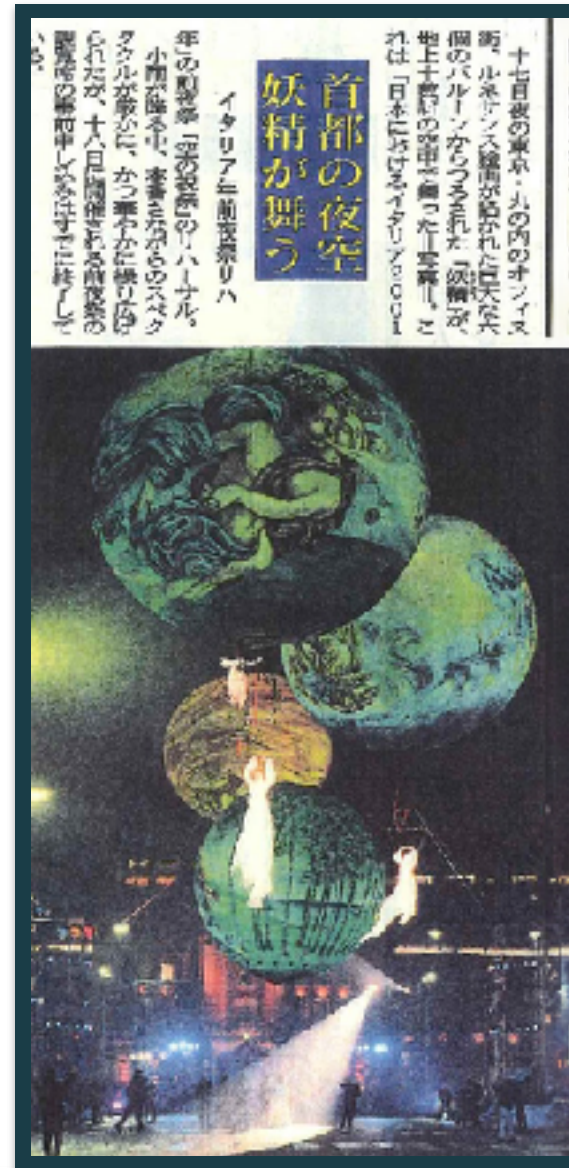
She also founded the Ipazia Foundation – Art for the Environment, through which she has developed artistic projects dedicated to the environment, sustainability, and the future of the planet.



INSTITUTIONAL & DIPLOMATIC EVENTS

MAJOR INTERNATIONAL COMMISSIONS AND OFFICIAL CEREMONIES

-  **Tokyo** - Opening ceremony of the Italian Year in Japan, promoted by the Ministry of Foreign Affairs
-  **Beijing** - Opening ceremony of the Italian Year in China
-  **Rio de Janeiro** - Opening of the Momento Italia/Brasil
-  **Kenya** - Ceremony on Water and the Environment in collaboration with UNESCO
-  Participation in **Expo Milano** and **Expo Dubai**
-  **Damascus** - Opening ceremony of Arab Capital of Culture, on behalf of **UNESCO**.



INTERNATIONAL SPORTS EVENTS OPENING CEREMONIES



Olympic Games and World Championships
in cycling, skiing, swimming, and sailing
Special Olympics European Youth Games Formula 1 Singapore Grand Prix.



ANNIVERSARIES AND CIVIC CELEBRATIONS



480th anniversary of Bogotá: 1.3 million spectators over 13 days
850th anniversary of Munich: strong media impact.



OTHER MAJOR PROJECTS & COLLABORATIONS

FROM FASHION TO THEATRE
FROM PUBLIC ART
TO SOCIAL ENGAGEMENT

PERFORMING ARTS & FESTIVALS

Opening performances for festivals in Spoleto, Moscow, Mexico, Sydney, Adelaide, Turkey.

Theatrical installations combining music, light, and movement.

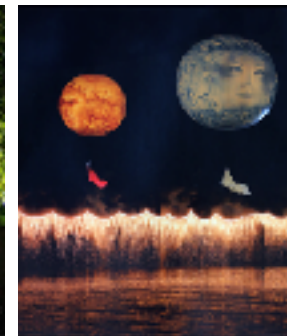


URBAN INSTALLATIONS & ARTIFICIAL LANDSCAPES

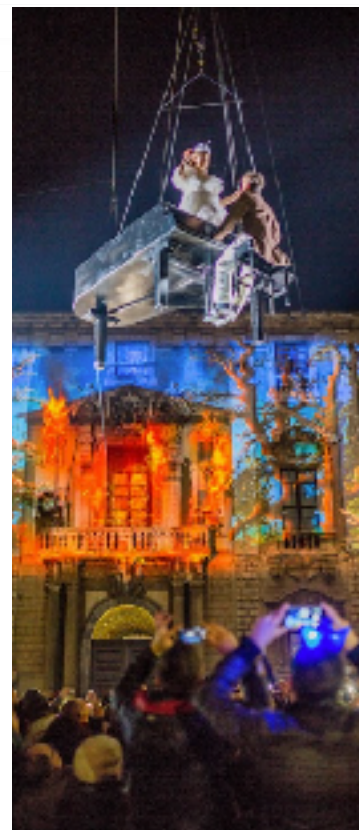
Milan – First-ever ice skating rink set up in the city center in Italy

Istanbul – Landscapes in urban gardens

Paris – Scenic installations at Palais Royal





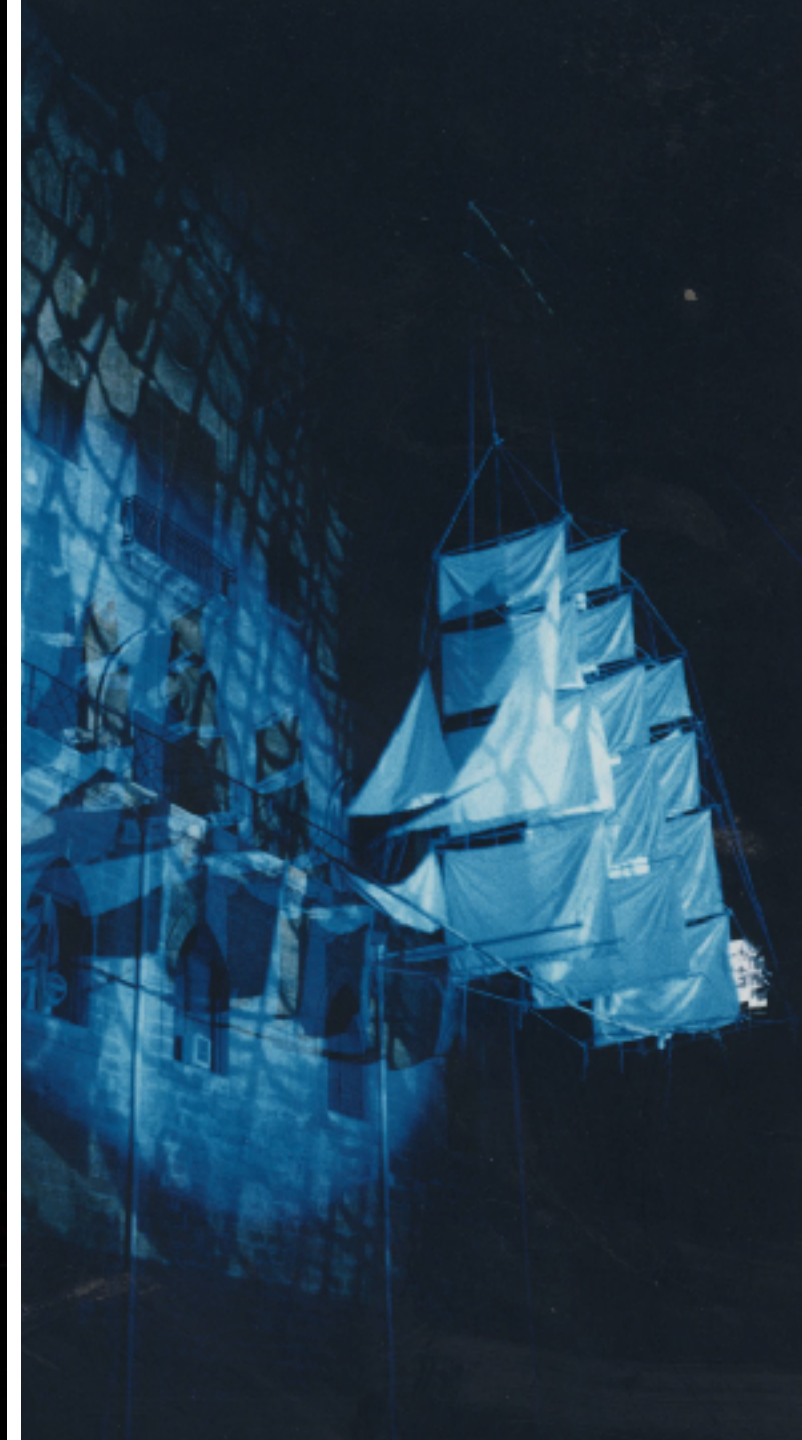


LUXURY & CORPORATE EVENTS
For brands such as: **Hermès, Fendi, Valentino, Zegna**

PRODUCT LAUNCHES FOR:
Costa Cruises, Mercedes-Smart, Ford, Replay,
Franco Maria Ricci, Acea Energia,
Gala for the IBA – International Bar Association

TRADITIONAL AND RELIGIOUS FESTIVITIES
Christmas, New Year's Eve, and Carnival in **Milan, Rome,**
Naples, Turin, Bologna, Catania, Palermo, Bari

INCLUSIVE & SOCIAL PROJECTS
Large-scale installations and performances for **children** and
underprivileged communities













festigroup@festigroup.org



WWW.FestiGroup.it



FestiGroup

FESTI
GROUP

