

(2A) "The Italian Style" DVD Set Production Description

"The Italian Style" DVD Set was manufactured after the seventh edition of the Festival. The edition presented Italian music from several composers as Monteverdi, Rossini, Vivaldi, Paganini, Scarlatti, between others. The private television network RCN T.V. have been an important partner of the Salvi Foundation since many years ago, and as a partner, the network is responsible each year for the television production and broadcast of a number of concerts during the Festival. In the course of the seventh edition of the Festival, ten concerts were broadcasted throughout national coverage, featuring international artists as Mario Brunello, Rinaldo Alessandrini, Salvatore Accardo and Xavier De Maistre. An independent television technical crew worked side by side to the Festival staff in Cartagena. I was able to collaborate with the television crew in many tasks, as for example, designing the stage plots for every concert, planning the staging of the television equipment, planning the logistics for the tv crew schedules, and coordinating the schedules of the television crew with the Festival crew and the services. After the Festival, the RCN T.V. network provided the Salvi Foundation with DVD copies of the broadcasted concerts. Under supervision of Ricardo Bermudez, the network executive producer in charge, I was responsible for the production of a set of DVDs compiling the broadcasted concerts of the past edition. Although the video recordings were mainly produced while live broadcasted, a post-production stage was mandatory in order to adequate the content for promotional purposes. According to that, the video recordings were edited at the network television studios located in Bogota, Colombia, during the second month of 2012. I had the opportunity to work there with professionals editors coaching them and supervising the proper execution of the script of each DVD.

At the same time, an independent audio mixing and mastering was performed for the audio recordings involved in the production of the DVDs, this time not in Italy, but in the recording studios owned by the network in Bogota. I had the opportunity to collaborate on this task along with RCN T.V. recording engineer in charge, Marco Silva Zapata. The design of the booklet and DVD labels was made under the supervision of Antonio Mlscena by a Colombian advertising agency, called Image ID, and as before, I was in charge of the attainment of every stage in the DVD production, including the printing of the DVDs for national distribution and the copyright protocol under the national law.

(2B) "The Italian Style" DVDs Technical Details

Technically, the transmission of the Festival concerts worked as live event television production. During pre-production, the venues for the concerts were visited and the TV crew directors shared with me the decisions concerning the location for the cameras, cranes, recording van, house mix, electricity supply system, between others. In order to boost the production design for television, the network also participated in the decisions concerning the lighting event support, the PA System disposition and even the venues chosen for the concerts in several editions.

During the Festival, the crew arrived to Cartagena de Indias and followed day by day a production schedule and broadcast script made in collaboration with the network production designer and the TV executive producer. The TV producer and I were responsible for the writing of this document as well for its execution. The script for each broadcast included movement of TV equipment, cameras placement, meetings, technical set up, line checks, transmission check, and concert programme. The broadcast included also pre-recorded materials (called by the crew "VTRs"), as for instances, IN & OUTS for the program and the advertising breaks, interviews with the artists, promotional notes in the context of the concert, and presentation speeches.

The television broadcast was made using XDCAM series of product by Sony, including 9 cameras and decks. The encoder used and frame size for the broadcast correspond to the HD product line. The Professional Disc content was edited inside the network studios in Mac computers featuring Avid Media Composer Software, and the final product was released in DVD format. The audio mixing for the DVD production was made on Pro Tools 9 at 16 bits - 48 KHz.