Marking the return of La Scala to its renovated premises

FASTWEB is the official sponsor of the 2004–2005 events taking place in occasion of the re-opening of La Scala Theatre

info: www.teatroallascala.org

Milan, November 25th 2004 – December 7th 2004 --- La Scala Theatre returns to its original premises, designed by the famous 18th Century architect Giuseppe Piermarini, after spending the period of refurbishment and reconstruction at the modern Arcimboldi Theatre in Milan. The opening of the opera house is on December 7th with Antonio Salieri's *"Europa Riconosciuta"* the same opera performed on La Scala's very first opening night in 1778.

La Scala is one of the icons of Milanese culture around the world and its traditional reopening on the day of Saint Ambrose, the patron saint of Milan, symbolizes much more than a Première this year.

FASTWEB, Italy's leading broadband telecommunications company, is the **official sponsor of the 2004-2005 re-opening events**, testifying the strong roots that the Company has in Milan. Indeed, FASTWEB was founded in Milan in 1999 on the foresighted vision of a radical innovation of the telecommunications industry. It was the first company in the world to implement and demonstrate the industrial feasibility of such breakthrough innovations in the telecommunications field as a fully IP architecture, direct fiber connections to homes and businesses and the selective use of both fiber optics and DSL to access customers. FASTWEB is the prime example of the convergence of telephone, Internet and television over a single connection and today more than one out of four families in Milan is a FASTWEB customer.

On the opening evening of December 7th, FASTWEB will collaborate with La Scala in order to beam the performance live to a mega-screen in Galleria Vittorio Emanuele and to the San Vittore prison.

The partnership between La Scala and FASTWEB is a partnership between art and technology. Indeed, FASTWEB over the years has assisted La Scala in the rehauling of its multimedial website which is hosted in FASTWEB's server farm.

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FASTWEB

FASTWEB is Italy's main alternative fixed broadband telecommunications operator. Its innovative telecommunications services over fibre optics and ADSL deliver an integrated system enabling simultaneous access to telephony, video and high-speed Internet (up to 10 Mbit/s on fibre optics and 4 Mbit/s with ADSL) to customers in the main metropolitan areasof Italy (Milan, Rome, Genoa, Turin, Naples, Bologna, Venice, Biella, Alessandria, Bari, Modena and Reggio Emilia). At September 31st 2004, FASTWEB had 456,600 customers.
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