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**CASTA DIVA GROUP FOR ALITALIA:  
STAND AND EVENING EVENT AT THE 54<sup>th</sup> EDITION OF TTG EVENTI,  
THE LEADING B2B TOURISM MARKETPLACE IN ITALY**

*Milan, 3 November 2016*

Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, via its subsidiary Egg Events Roma has strengthened its partnership with **Alitalia** with the creation of a **stand** and the organization of the **"Party Made of Italy" evening event** on the occasion of the 54<sup>th</sup> edition of TTG Eventi, the international tourism fair held in Rimini from the 13<sup>th</sup> to the 15<sup>th</sup> of October 2016.

**Egg Events** ([www.egg.it](http://www.egg.it)) is specialized in the ideation and organization of events. It works with about 20 top clients in the financial, automotive, consumer goods and telecom sectors. Its creative approach is focused on surprising effects and innovative techniques aimed at making the events newsworthy, namely of producing earned media for the client. Egg Events stands out for its consolidated expertise in audiovisuals and for its proprietary video production used also for videomapping and holographic contributions.

The **stand** occupied an area of 128 m<sup>2</sup>, where several totems and a mega screen showing the fabulous destinations of the Italian national airline were set up. The stand also provided comfortable lounge areas and spaces for one-to-one meetings.

The **"Party Made of Italy"** was the flagship event of the fair that enhanced the airline's new image thanks to a happening in which the unmistakable imprint of Alitalia's "Made of Italy" was delineated in all of the aspects Italy is renowned for: style, elegance, design, tradition, creativity and Italian hospitality. In order to present to the public Alitalia's latest destination, Cuba, to be inaugurated on 29 November 2016 with the first Rome-Havana flight, a Cuban-themed photocall was set up in the lounge. The guests were greeted by a welcome address by Lorna Dalziel, Alitalia's Senior Vice President Sales, and by a videomapping show projected onto a wall of water, created on the docks of Rimini.

Videomapping is a technique by which images and animations are projected, even in 3D, to produce stirring and magical effects that, on this occasion, were used to evoke Alitalia's style while also showing some of its destinations via a virtual world tour. When used at night, this technique becomes even more fascinating when the structure by means of which its projection becomes possible seems to melt away and the images remain suspended in thin air, like a hologram generated directly by the water.

*View this press release at [www.castadivagroup.com](http://www.castadivagroup.com) and [www.emarketstorage.com](http://www.emarketstorage.com)*

**Casta Diva Group (CDG:IM)** is a multinational that works in the sector of communication for the production of branded content, viral videos, digital content, films and corporate events. It is present in 4 continents with offices in 13 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai. The Group's brands are Casta Diva Pictures, Egg Events, Bin Jip and, thanks to a commercial agreement, Adacto. It is the world's most extensive production network for advertising films and events and for international events, built up through the active and continuous interaction between its various headquarters and the experience of its 62 digital communication and live entertainment experts. It is a talent hub capable of retaining Oscar winners and celebrities from across the world as well as of attracting new creative talent that guarantee very high standards of excellence. Casta Diva Group and its managers have offered innovative and creative

communication strategies to over 100 major brands, reinterpreting the conventional rules of communication. Since its establishment in 2005, the Group has grown constantly and has been regularly awarded a large number of prizes and recognitions, including various Lions at the Cannes Lions International Festival of Creativity, Mobius Awards, LIA - London International Awards, and EuBEA – European Best Event Awards. It owns Blue Note Milano, the jazz club and upscale restaurant opened in 2003 and part of the Blue Note international network, a famous venue for international jazz, that in via Borsieri, in the Isola district, (and not only) holds about 300 concerts a year, with a turnover amounting to about 25% (source: Siae) of all jazz revenues in Italy.

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