

# **United Cultures** **Cultural Diplomacy in Azerbaijan**

## Company Profile



## Short profile

United Cultures is an organization created with the objective of merging competence, passion, sensitivity and experience of a team that has worked for years at the service of culture, education and international cooperation.

We work alongside international organizations, diplomatic missions, public and private institutions, in order to create cultural and educational high value projects, supporting what is being described as Cultural Diplomacy.

We operate in the four main areas that make tangible the concept of culture in its broader meaning: Travels, Events, Education, and Communication.

In particular, we support public and private institutions in **planning, organization and communication of intercultural projects** and in particular: **organization of art and music events; conferences, forums, reviews and festivals** on various topics, **cultural trips** and **official delegations travels, educational projects, language courses, creation of audiovisual products** and **web portals**.

Our aims are:

- **Promote and implement cultural, political, economic and diplomatic relationship** between Azerbaijan and foreign countries;
- **Show and display** by the most appropriate means Azerbaijan **historical, economic, political and social reality** in foreign countries and vice versa;
- **Develop friendship and cooperation** between Azerbaijan and foreign countries, their governments and their people;
- **Promote and support cultural and political initiatives in order to implement Schools Interchange** to encourage cohesion between students of Azerbaijan and foreign countries, also in cooperation with other private or public institutes;
- **Promote mutual knowledge and information and boost exchanges** between Azerbaijan and foreign countries.

## October/November 2018 – FANZTAZIA Baku Cultural Heritage Festival

### *Short Description*

Creation of the concept, organization and promotion of cultural events promoted in the framework of Fantazia Cultural Heritage Festival in Baku, financed by the European Union Delegation to Azerbaijan, in cooperation with European Member States Embassies, Embassies of Mexico, Morocco and Moldova.

### *Program*

Fantazia Festival will present a diverse calendar of events, including **concerts, guided tours, workshops, film screenings, exhibitions, art installations, competitions, debates** with internationally and locally acclaimed experts.

### *Activities carried out*

Communication and promotion of Fantazia Festival: creation of the graphic concept; realization of promo material (Poster, brochure, Roll up, Brandwall, T-shirt, Badge); creation of 2 video promo of the Festival; creation and management of the website of the Festival; organization of two press conferences and promotion of the Festival through Media and Social Network.

### *Client*

**European Union Delegation to Azerbaijan**

## October 2018 - The Week of Italian Language

### *Short Description*

Design, organization and promotion of the events proposed in the framework of the Italian Week of the Italian Language in the World, an international initiative aimed at promoting the Italian language abroad as the representative language of the classical and contemporary culture. Every year, on the third week of October, the cultural and diplomatic network of the Ministry of Foreign Affairs and International Cooperation of the Italian Republic organize the event on a different topic, on which conferences, exhibitions, shows and meetings are based.

### *Activities carried out*

Communication and promotion of The Week of the Italian Language in Baku: creation of the graphic concept; realization of promo material (Poster, flyer, Roll up); organization of press conferences and promotion of the Week through Media and Social Network.

### *Client*

**Embassy of Italy**

## September 2018 - Adriano Celentano Film Festival

### *Short Description*

Organization and promotion of the Adriano Celentano Film Festival, a tribute to Adriano Celentano on the occasion of his 80<sup>th</sup> birthday anniversary, financed by the Italian Embassy. Screening of his most famous and beloved movies

*Activities carried out*

Communication and promotion of Adriano Celentano Film Festival: creation of the graphic concept; realization of promo material (Poster, brochure, Roll up); creation of a video promo of the Festival; subtitling of 5 movies from Italian to Russian language; organization of the press conference and promotion of the Festival through Media and Social Network.

*Client***Embassy of Italy****2-17 May 2018 –IMAGINE Euro Tolerance Festival – 2<sup>o</sup> Edition***Short description*

Organization and promotion of the Europe Day in Baku and other cultural events promoted in the framework of the 2<sup>o</sup> Edition of Imagine Euro Tolerance Festival, financed by the European Union Delegation to Azerbaijan, in cooperation with European Member States Embassies, Embassies of Norway, Switzerland, Argentina, Peru, Brazil, Mexico, Cuba, Costa Rica, Israel and USA.

*Program*

A **Film Festival** presenting 38 Movies on the topic of the Tolerance and Intercultural Dialogue, **12 Debates and workshops** with International Movie Directors, **2 World Concerts** with International and local musicians, **1 Euro Day Concert**, **2 Press Conferences** with local media, **1 After Festival party**.

*Activities carried out*

Coordination of the 28 participating countries and other partners, preparation of the calendar of the festival, selection and setting of the locations, technical organization of the debates and masterclasses, technical organization of the concerts and music coordination between artists, organization of the travels of the artists, copywriting, design of the graphic concept, design and printing of communication materials (program, poster, roll-up, brandwall, etc) and gadget (t-shirt, badge, etc), recording of the Euro Day Concert and production of 250 professional CD, photo and video shooting, postproduction of the video materials, implementation of Imagine webplatform, organization of the press conferences, promotion of the Festival through social media, tv, radio and press.

*Venues*

Park Cinema, The Landmark, Yarat Contemporary Art Center, Opera Studio, International Mugam Center, University of Languages, ADA University, Culture & Art University, ASAN Hayat Complex (Kino Club) Park Cinema of Guba.

*Client***European Union Delegation to Azerbaijan****21 April – 6 May 2018 – Italian Opera Days***Short description*

Management of the artists and promotion of the Italian Opera Days promoted by the Italian Embassy. "Italian Opera Days" aimed at strengthening cultural ties between Italy and Azerbaijan, as well as an opportunity for Baku citizens to be able to appreciate one more time Italian opera at its best, thanks to the collaboration between Azerbaijani performers and Italian conductors and soloists.

*Program*

1 **contemporary ballet** titled "An Evening with Spellbound" performed by Spellbound Contemporary Ballet Company, 1 **Opera Madame Butterfly** conducted by the Italian conductor Jacopo Sipari di Pescasseroli and performed by the soprano Silvana Froli, 1 **exhibition** titled "Cara Italia alfin ti miro" presenting a collection of unique iconographic artifacts, stage costumes and sketches dedicated to the Italian composer Gioachino Rossini, 1 **Organ concert** performed by the Italian organist Maurizio Salerno, 1 **Opera Il Barbiere di Siviglia** conducted by the Italian conductor Alessandro Calcagnile and performed by the baritone Daniele Caputo.

*Activities carried out*

Administrative management of the artists involved, copywriting, design of the graphic concept, design and printing of communication materials (program, poster, brandwall, etc), photo and video shooting, postproduction of the video materials, organization of a press conference, promotion of the Festival through social media, tv, radio and press.

*Venues*

Azerbaijan State Academic Opera and Ballet Theater, Church of the Saviour.

*Client*

**Embassy of Italy in Baku**

**2-5 March 2018 – JOSS STONE TOTAL WORLD TOUR - Baku***Short description*

Organization and promotion of the concert in Baku of Joss Stone, winner of multiple Grammy awards and BRIT awards, with 6 platinum albums had a concert, as a part of her "Total World Tour". The Total World Tour kicked off in April 2014 with gigs already completed in Morocco, Dubai, South Africa, Lesotho, Swaziland, Australia and New Zealand amongst others, and sees Joss embarking her most ambitious project to date – her aim is to play a concert in every country on the planet. In each country Joss aims to collaborate with local homegrown musicians, playing indigenous music as well as her own songs. Joss will also work with a variety of good causes and learn about important humanitarian and environmental issues throughout the trip.

*Program*

**Joss Stone concert**, 1 **humanitarian visit** to Mashtaga Psychiatric Hospital – children department in collaboration with UAFA (Unite Aid for Azerbaijan), 1 **musical performance** with local artist Ilham Nazarov.

*Activities carried out*

Research of the location, technical set of the location (light and sound), management and administration of the tickets sale, organization of the travel of Joss Stone and her troupe (5 people), organization of the visit of Joss Stone to Mashtaga Psychiatric Hospital – children department, research of the local artist for the music performance, design and printing of communication materials (poster, roll-up, brandwall, etc), promotion of the event through social media, tv, radio and press.

*Venues*

Rotunda Jazz Club at Landmark

*Client*

**Diplomat of Sound, Joss Stone's Agent (UK)**

## 1 March 2018 – Italian Design Day

### *Short description*

Organization and promotion of the Italian Design Day in Baku in collaboration with the Italian Trade Agency and the Italian Embassy in Baku. The Italian Design Day is an integrated promotion project launched by the Foreign Ministry with a view to highlighting the excellence and peculiarities of Italian design around the world.

### *Program*

A **conference** on design and sustainability, **round tables** and **BtB meetings** between Italian and local stakeholders, a **design exhibition** which presented the various ages of Italian design, a **photo exhibition** of awarded Italian architectural projects realized in different and photos of urban landscapes of 10 Italian cities among the most beautiful in the world, an **entertainment evening** event presented the Italian way of life and art of conviviality, with the **food and wine tasting** accompanied by a fine selection of Italian music.

### *Activities carried out*

Research of the location, creation of the concept of the exhibition, research and selection of the design objects to be exposed, technical coordination of the design companies providing the objects, design and preparation of the exhibition area (backgrounds, panels, frames, carpets, etc) including the realization of render 3D, organization of the entertainment event including selection of the menu and musical background, design of the graphic concept, design and printing of communication materials (program, poster, roll-up, brandwall, etc), photo and video shooting, postproduction of the video materials.

### *Venues*

Baku Media Center

### *Client*

**Italian Trade Agency**

## 26-27 January 2018 – Silvan Zingg’s Boogie Woogie Concerts

### *Short description*

Organization and promotion of the concerts in Baku of Silvan Zingg, one of today's finest Boogie Woogie and Blues piano players. The critics describe him as an exceptional pianist, impressive by his technique and his cheerful enthusiasm.

### *Program*

**2 concerts – 1 masterclass.**

### *Activities carried out*

Research of the locations, technical organization of the concerts and masterclass, design and printing of communication materials (poster, roll-up, brandwall, etc), organization of a press conference, promotion of the concerts through social media, tv, radio and press.

### *Venues*

International Mugam Center, Rotunda Jazz Club at Landmark.

### *Client*

**Embassy of Switzerland in Baku**

## January 2017 (ongoing until December 2018) – SIZINAVROPA.AZ – 2° Edition

### *Short description*

Management, updating and promotion of Sizinavropa.az, a cultural, entertaining, interesting, informative as well as educational website funded by Delegation of European Union to Azerbaijan and realized by United Cultures to build the cultural and educational bridges between EU and Azerbaijan. The website brings European values, comprehension, approaches and influencing Azerbaijani people, especially youth with the benefits of these concepts.

#### *Activities carried out*

Restyling of the graphic interface and logo, writing of new articles in Azerbaijani and English language (daily updates), research of useful contents, translation of texts to be published (ENG/AZE/ENG), production and post production of video interview including subtitling (if required), design and printing of communication materials (flyer, bookmarks, poster, roll-up, etc), organization of events/conferences aimed at promote the website at School and Universities/NGOs/other organization, promotion of the website during international events organized by EU Delegation to Azerbaijan, promotion of the website through social media, tv, radio and press

#### *Client*

**European Union Delegation to Azerbaijan**

### **29 December 2017 – Luisa Sello Concert**

#### *Short description*

Organization and promotion of the New Year concert in Baku of Luisa Sello, Ambassador of Music and of Italian Culture, one of the most surprising personalities of contemporary art, an elegant flautist and one of the most applauded interpreters of cultured music. The concert was supported by MIBACT, Regione Friuli Venezia Giulia, Città di Udine.

#### *Program*

**1 New Year concert.**

#### *Activities carried out*

Research of the locations, technical organization of the concert, design and printing of communication materials (poster, flyers), promotion of the concerts through social media, tv, radio and press.

#### *Venues*

International Mugam Center

#### *Client*

**International Mugam Center**

### **November 2017 (ongoing to until July 2018) – Italian course.**

#### *Short description*

Organization of Italian Language course for local employees of Italian Company operating in Azerbaijan.

#### *Activities carried out*

Selection of qualified Italian teacher, management of the calendar of the lessons, preparation of the didactical materials, production of monthly reports, preparation of the final test.

#### *Venues*

The Landmark conference hall

#### *Client*

**Maire Tecnimont SPA**

## 27-30 November 2017 – A Taste of Italian Cinema – Film Festival

### *Short description*

Organization and promotion of the Film Festival promoted in the framework of the Week of the Italian Cuisine, a yearly event promoting Italy's gastronomic culture abroad, exhibiting its quality and excellence. Cuisine is one of the essential components of Italy's identity and culture, as well as one of the features of Italy through its brands. This event takes place in over 100 countries across the world.

### *Program*

Screenings of **6 Italian movies** dedicated to Food & Beverage.

### *Activities carried out*

Research of the location, preparation of the Film program, design and printing of communication materials (poster, flyer), organization of a press conference, production of video promo materials, promotion of the concerts through social media, tv, radio and press.

### *Venues*

Cineclub at Landmark

### *Client*

**Embassy of Italy in Baku**

## 16-22 October 2017 – Week of the Italian Language in Baku (dedicated to Italian Cinema)

### *Short description*

Design, organization and promotion of the events proposed in the framework of the Italian Week of the Italian Language in the World, an international initiative aimed at promoting the Italian language abroad as the representative language of the classical and contemporary culture. Every year, on the third week of October, the cultural and diplomatic network of the Ministry of Foreign Affairs and International Cooperation of the Italian Republic organize the event on a different topic, on which conferences, exhibitions, shows and meetings are based.

### *Program*

**1 concert** titled 35 MM dedicated to the famous Italian soundtracks, **film screenings** of 7 Italian movies, **2 masterclasses**, **1 itinerant exhibition** presenting the most famous Italian film posters, **2 press conferences** with the special participation of the famous Italian movie director Francesco Bruni and one of the most important sound engineer Gilberto Martinelli.

### *Activities carried out*

Preparation of the calendar of the Week, selection and setting of the locations, technical organization of the concert and music coordination between artists, technical organization of the film screening, setting of the Movie posters exhibition, design of the graphic concept, design and printing of communication materials (program, poster, roll-up, brandwall, etc), photo and video shooting, postproduction of the video materials, organization of the press conferences, promotion of the Week through social media, tv, radio and press.

### *Venues*

Park Cinema, The Landmark, International Mugam Center, University of Languages, Baku Media Center

### *Client*

**Italian Embassy in Baku**



## 12-20 October 2017 – **IMAGINE Euro Tolerance Festival – 1<sup>o</sup> Edition**

### *Short description*

Creation of the concept, organization and promotion of the cultural events promoted in the framework of the 1<sup>o</sup> Edition of Imagine Euro Tolerance Festival, financed by the European Union Delegation to Azerbaijan, in cooperation with European Member States Embassies, Embassies of Norway, Switzerland, Argentina, Peru, Brazil, Mexico, Cuba, Israel and Moldova.

### *Program*

A **Film Festival** presenting 30 Documentary movies on the topic of the Tolerance and Intercultural Dialogue, **10 Debates and 5 workshops** with International Movie Directors, **5 World Concerts** with International and local musicians, **1 theatre performance** with Israeli young actors, **1 Photo/Video competition**, **2 Press Conferences** with local media, **1 closing ceremony**.

### *Activities carried out*

Coordination of the 24 participating countries and other partners, preparation of the calendar of the festival, selection and setting of the locations, technical organization of the debates and masterclasses, technical organization of the concerts and music coordination between artists, organization of the travels of the artists, copywriting, design of the graphic concept, design and printing of communication materials (program, poster, roll-up, brandwall, etc) and gadget (t-shirt, badge, etc), recording of the Euro Day Concert and production of 250 professional CD, photo and video shooting, postproduction of the video materials, realization and implementation of Imagine webplatform, organization of press conferences, promotion of the Festival through social media, tv, radio and press.

### *Venues*

Park Cinema, The Landmark, Yarat Contemporary Art Center

### *Client*

**European Union Delegation to Azerbaijan**

## June-December 2017 – **SIZINAVROPA.AZ – 1<sup>o</sup> Edition**

### *Short description*

Design, implementation and promotion of Sizinavropa.az, a cultural, entertaining, interesting, informative as well as educational website funded by Delegation of European Union to Azerbaijan and realized by United Cultures to build the cultural and educational bridges between EU and Azerbaijan. The website brings European values, comprehension, approaches and influencing Azerbaijani people, especially youth with the benefits of these concepts.

### *Activities carried out*

Design the graphic interface and logo, copywriting of the initial content, writing of articles in Azerbaijani and English language (daily updates), research of useful contents, translation of texts to be published (ENG/AZE/ENG), production and post production of video interview including subtitling (if required), design and printing of communication materials (flyer, bookmarks, poster, roll-up, etc), organization of events/conferences aimed at promote the website at School and Universities/NGOs/other organization, promotion of the website during international events organized by EU Delegation to Azerbaijan, promotion of the website through social media, tv, radio and press

### *Client*

**European Union Delegation to Azerbaijan**

**6 May 2017 – A Voice from Cosmos Concert***Short description*

Design, organization and promotion of a concert dedicated to the most famous soprano in the earth Maria Callas, for celebrating the 40<sup>th</sup> anniversary of her death. The concert was broadcasted and presented during the Europe Day in Lankaran.

*Activities carried out*

Research of the locations, preparation of the musical program, selection of the artists, technical organization of the concert, design and printing of communication materials, promotion of the concerts through social media, tv, radio and press.

*Venues*

Azerbaijan State Academic Philharmonic Hall

*Client*

**Embassy of Greece in Baku**

**29 March-3 April 2017 – "Discovering the Religions of Azerbaijan" Cultural Travel***Short description*

Organization of the cultural tour of Azerbaijan for a group of travelers, promoted by Boscolo Tour, one of the most important Italian Tour Operator. The aim of the tour was to deepen the knowledge of the multiculturalism and religious co-existence in Azerbaijan.

*Program*

Venice, Baku, Gabala, Sheki, Gakh, Baku, Venice

*Activities carried out*

Drafting of the itinerary, organization of transfers (in Baku and in the regions), booking of accommodations, organization of lunches and dinner, selection and providing of qualified tour guide, management of the group from the arrival to departure.

*Client*

**Boscolo Tour (Italy)**