

## 2.4.c OPENING CEREMONY

The opportunities offered by a big town like Turin, including the many trained volunteers and the city architecture, can be exploited during the opening ceremony, to communicate the strong values that lie behind air sports immediately and convincingly, and to create the right atmosphere to attract large crowds to the events.

The ceremony will be developed around 6 conceptual pillars: 3 key principles and 3 inspiring concepts that will be expressed in a spectacular performance.

### **The 3 key principles are:**

*Spectacle*, like the beauty of the aerial evolutions combined with “breath-taking” presentations  
*Visibility*, making it easy to watch the ceremony, perhaps just by looking up to the sky, involving everyone without distinction

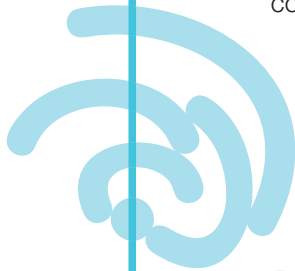
*Participation*, to enter the public’s hearts and to involve thousands of people in the great event.

### **The 3 inspiring concepts are:**

*A passion for flight*, which accompanies the history of mankind, from the Greek myths to the conquest of other planets, a continuous cutting-edge challenge to technology and to man’s capabilities

*The emotion of flight*, which involves all the inhabitants of the earth from childhood, who are fascinated by this victory over the air, and inebriated by the sense of total freedom that flying gives;

*Flying champions*, the true protagonists of the Games, the athletes who pit themselves with discipline and respect first against themselves and against the laws of physics, and then against the other contestants.



Combining these six pillars means imagining a parade in the open air, not indoors, but right through the city centre, a series of images that evolve like an exciting film, all of which will capture spectators’ attention, creating a single plot. The parade will follow an “L” about 3 kilometres long, starting from Piazza Vittorio (the largest completely open square in Europe) and concluding in Piazza San Carlo (Turin’s historical “drawing-room”), along Via Po, around Piazza Castello with the Royal Palace, and down Via Roma.

The acrobats, hot air balloons, special effects and scenery will ensure that the itinerant ceremony starts off with a narrative that combines history and emotions with one’s head in the air, entertainment and technology, reproducing all air disciplines.

The parade will end with all the athletes, led by FAI, divided by event and not by country, all wearing their competition outfits, who will be greeted and acclaimed by thousands of people along the route, like the heroes of the Roman Empire, with ribbons, confetti and music that will rain down on them, a tribute from the skies that they will be challenging.

The choreographic, spectacular part of the ceremony will conclude when the parade reaches a stage suspended in mid air at the centre of Piazza San Carlo, surrounded on every side by spectators, and the institutional, formal opening of the World Air Games 2009 will begin, accompanied by pictures of the various events projected on giant screens.

## 2.4.c CLOSING CEREMONY

The entire last day of the WAG will be dedicated to the finals of the various specialities. The end of the competitions will be marked by a display over Aeritalia by the Frecce Tricolori, the Aerobatic Team of the Italian Air Force, which will offer a final tribute to all participants. At 9 pm that evening, there will be a farewell from Turin in front of the Royal Palace, with a setting inspired by flight, where the first three contestants in each category will be presented on a large, long wing-shaped stage, followed by music and films of the events. The FAI and Italian authorities will formally close the Games, and fireworks and lights will fill the sky, before celebrations continue with the crowds in the streets of the city.