



GIUDIZIO UNIVERSALE

THE SISTINE CHAPEL IMMERSIVE SHOW

“Giudizio Universale”, the Record Breaking Show

The most watched show in Italy, after more than 600 repeat performances, leaves Rome to move to South America

Rome, September 10th, 2019 - **Giudizio Universale. The Sistine Chapel Immersive Show, ranked first** in the **annual SIAE (Italian Society of Authors and Publishers) rankings** for number of **theater performances in 2018**, with a **record audience success of 350,000 admissions in 616 repeat performances**, moves from Rome to **Mexico**. The last Italian show will be **on 15th September**.

The show, produced by **Artainment Worldwide Shows**, staged since 15th March 2018 at the Auditorium Conciliazione in Rome, received **excellent reviews** by the media around the world for the absolute novelty represented in the theatrical and live entertainment system.

The extraordinary turnout, thanks also to an affordable pricing policy, has made this first season unique, bringing it to a balanced budget. However, it is now necessary to start exporting it.

The direction of this innovative show - combining art, theater, dance and music with the most advanced technologies - is by **Marco Balich**, artistic director and producer of Olympic Ceremonies, with the scientific advice of the **Vatican Museums** and the collaboration of artists such as **Sting**, author of the original musical theme with a personal interpretation of *Dies Irae*, by **Pierfrancesco Favino**, who lent his voice to Michelangelo, and the award winning Oscar **Susan Sarandon**, "voice of the Bible" in the English version shows.

Artainment has created a **new genre of live entertainment** where the emotional codes of the show and contemporary visual languages met art. A show format in which the boundaries between video and live performance have been overcome creating a new **reference in the immersive experience**.

The show defined by the **New York Times: «An unparalleled educational opportunity to bring art, culture and faith to younger audiences»** was flanked by the **Artainment@School** educational project which involved **75,868 kids** from **832 schools** in **17 Italian regions**.

Artainment Worldwide Shows thanks the team, the cast and the crew. Among the partners: TIM, Mastercard, Panasonic, Osram, Riedel, Bose, Sennheiser, Vivaticket and all media and business partners. For the Artainment@School educational project, Artainment Worldwide Shows thanks: Fondazione Bracco, F.I.L.A. Fabbrica Italiana Lapis and Affini and Uffici Scolastici Regionali del Lazio and other participant regions.