



Costa Zena Festival: July 7, A Sea Of Events In Genoa To Celebrate 70 Years Of Costa Cruises

June 5, 2018

For a whole day you can live the experience of a Costa cruise in the city, with many different attractions, never seen before in a single party: a record-breaking water slide, the concert of Al Bano and Romina Power, concerts of Michele Bravi, Elodie, The Kolors, Francesco Gabbani e Ermal Meta by Radio 105, Genoese comedians, Food District with on board delicacies, street artists, Peppa Pig and PJ Masks, exhibition of Oliviero Toscani, DJ set.

Genoa, June 5, 2018 - After giving its support to the "Partita del Cuore 2018" (Match of the Heart 2018), **Costa Cruises** presents another great initiative to celebrate its **70th birthday** together with the city of **Genoa**.

Next July 7 Costa will organize the **Costa Zena Festival**: an entire day, from morning to night, with over 20 free attractions that will animate the area of the city center between Via XX Settembre, Piazza De Ferrari, Piazza Matteotti, Piazza Caricamento and the Porto Antico (Old Port). The festival is organized thanks to the collaboration and patronage of the **Liguria Region** and the **Genoa City Council**.

"To celebrate Liguria and Genoa, that has been our home for 70 years, we decided to organize an extraordinary festival, full of attractions, concerts, shows, and exceptional entertainment opportunities for all ages, never seen together in a single event. The idea is to transform Genoa into a cruise ship, sharing with the Genoese people the emotions and happiness that only a Costa cruise can offer" - commented Luca Casaura, Senior Vice-President Global & Strategic Marketing of Costa Cruises.

"We continue our celebrations to mark the 70th anniversary of Costa Cruises by sharing this important milestone with our city of Genoa, introducing our fellow citizens to the cruise experience and sharing with them the happiness we deliver to our guests every day", said Neil Palomba, President of Costa Cruises.

Not to miss a single event of the festival, along the path to follow a **1.8 km of bunting** (the typical series of flags of the nautical tradition raised on all Costa ships from stern to bow) will be raised over the streets.

320 meters of pure fun and adrenaline will invade Via XX Settembre, thanks to the longest **inflatable water slide ever built in a city in the world!** The slide will take advantage of the natural slope of the road allowing everyone, from morning to evening, to experience the excitement of diving and sliding into the palaces of Genoa. The **"Solarium in the square"** area will be completed by deck chairs, parasols and bar service for those who want to enjoy some sunshine in Piazza De Ferrari.

The show programme is truly exceptional. It starts in the morning with the "travelling" fun offered by street artists, acrobats, jugglers and entertainers performing in various areas of the festival. The **Peppa Pig** and **PJ Masks** mascots will meet the youngest festival-goers, offering workshops and entertainment throughout the day.

Costa has teamed up with **Radio 105** to bring a string of super guests for a day of fun and music. The event will start at 10.00 am live from truck 105, a mobile studio located in Piazza De Ferrari and equipped with a stage from which the station's DJs will broadcast and entertain the audience.

In the evening Costa Zena Festival will be focused on the Porto Antico area. The stage of Radio 105 will be taken by some of the artist most beloved by Italian young people: **Michele Bravi, Elodie, The Kolors, Francesco Gabbani, Ermal Meta**. A "grand finale" with a super DJ set that will make everyone dance until late at night.

From 8 pm to 10 pm, at the Arena del Mare, a concert by Al Bano and Romina Power, the couple of artists famous in Italy and in the world for singing "happiness". Then, from about 11 pm, an incredible **show of lights and water** will enchant spectators from the sea of the Porto Antico in front of Calata Falcone and Borsellino.

The "Teatro delle Feste del Porto Antico" will host from 6 p.m. on the laughter shows of **Maurizio Lastrico**, the **Bruciabaracche**, **Enrique Balbontin** and many other Genoese comedians.

The Mayor of Genoa, Marco Bucci, said, "Thanks to Costa Cruises, Genoa will live a day of celebration topped by major events in which the Municipality is proud to participate and collaborate. We celebrate 70 years of a reality born in our city, which here still has its official headquarters with a thousand employees and that finally will return to our port in the coming months. For July 7, the invitation is to all Genoese, and the many tourists who crowd our Genoa, to participate in large numbers and invade the city center for a moment of great joy."

"Costa Cruises is one of the most important entrepreneurial realities in Liguria, a name that bears the name of Genoa and our region around the world", says the President of the Liguria Region, Giovanni Toti. "We thank Costa for this celebration that, on the occasion of its 70 years, will animate the center of Genoa for a day to remember, with a very rich program. We are faced with a company founded in Genoa, which has remained here for 70 years, and which continues to provide work: we are proud of this goal reached by Costa, symbol of a sector, tourism, which is one of the

supports on which we are building the revival of Liguria. The collaboration with Costa is fruitful and constant, starting from events of great importance, such as the Match of the Heart, and we are sure it will continue in this direction."

The gastronomic offer is also exceptional, available in 3 squares of the city from 10.00 a.m. on. To refresh the festival audience, Costa will offer 2 tons of ice cream from its Gelateria Amarillo. The **"Food Districts: Bruno Barbieri's selection, pizza and burger"** will be found in Piazza De Ferrari, Piazza Matteotti and Piazza Caricamento. So everyone will be able to taste some of the specialties offered on board Costa ships, which also include collaborations with important Italian partners: **pizza** with selected ingredients from the Pizzeria Pummid'Oro, the **Burger d'Autore**, a selection of dishes from the 3 menus created for Costa by Chef **Bruno Barbieri**, buffalo **mozzarella**, the **Aperol Spritz Bar**, the **Mojito Bar**, the beer bar of the **Angelo Poretti** brewery.

Do not miss the Palazzo Ducale's **"Oliviero Toscani. Ladro di Felicità²"** (Oliviero Toscani. Thief of Happiness?) exhibition, with over **150 photographs** by Oliviero Toscani on the theme of the happiness experienced by guests on board Costa ships. The exhibition, with free admission, will remain on display at the Palazzo Ducale from 6 July until 14 October.

For more information:

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