

# General:

## Structure:

The overall site should be essential, linear and content-focused. A main one-page home with subsections (as different pages or overlays).

Sections should be easy to read and relatively short, providing all necessary information quickly and leaving a sense of “everything has been thought and designed”. For more details, the user should be encouraged to either see the “deep dives” section or reach out and contact us.

## Aesthetic:

The show balances two opposing aesthetics: the vintage and materic of the 1950s (paper, old photographs, wood and plaster textures, hand-written or typewriter fonts) and the sacred and minimal of Time (blue and gold with subtle gradients and textures, modern or classic fonts).

The best approach might be to focus on the latter of the two and have hints of the vintage one as hero details (subtle aging animation as the page scrolls, graphic treatment of the photos, hand underlining of key words, ink blots...)

## Tone of Voice:

The t.o.v. should be engaging and upbeat but without compromising the elegant and poised atmosphere of the graphic setup.

What should come through is that this is an exciting and monumental project, a once in a lifetime opportunity for investment that will surely leave a mark.

Also, it needs to come through that the creativity and emotional journey of the story is rooted in a real and true historical event that impacted the world and of which, thanks to the documents we have and the special relationship with Giorgio, we are the only true owners of the story.

## Loading anim:

A loading animation or page with the logo could be an appreciated bonus, providing coherence and context to the overall graphic design

### **Nav bar:**

(sticky) Should feature the logo, anchor points in the main page (as drop down?), link to any secondary page (if not as overlay) and a private, password protected “Downloads” section.

## **Main Page sections and sub-sections:**

### **opening:**

This is the first thing the user sees upon opening the website (after loading). The main content here is the title of the show and the presentation video, either side by side or one on top of the other. The design should lead the user to watch the video and not just consider it an extra element of the website (it all becomes much easier if they've seen the video). The video should pop-up in the center of the screen, casting a dark overlay on the rest of the page to stand out more.

A scrolling animation could invite the user to continue on the page after watching the video

### **plot:**

either as a full section on the main page or as a small preview that redirects to a fuller sub-section/overlay through a “learn more” button. This section should provide a brief yet engaging synopsis of the show followed by a paragraph that outlines the history of the show itself: stressing the amount of documents recovered (through photos as well) and the sense of unique “ownership” that binds the subject of the story with its writer. After this or embedded in specific keywords, we might want to include links to outside pages (wiki, youtube) to learn more on the actual historical events that surround our plot.

As stated in the t.o.v.: it needs to come through how the plot is deeply rooted in real and impactful events; also: that this is a story that is relevant today, through the themes of art and tech, tradition and innovation, and people from different cultures coming together to create.

### **project:**

This is where we state that the project is a stage performance (just to make sure). Although it technically falls into the “musical” category, we want to

stress its unique features: we like to describe it as a live-movie (it works better in Italian but maybe we can find a way to make the pun work in English): characters do sing and act but there's no dancing, it features a smaller cast (9 people), realistic acting, cinematic lighting and a full symphonic soundtrack that covers the entire show - which are features often not associated with musical theater. The show is performed in Italian. The intimate nature of the performance should not take away from the monumentality of the subject and the project: it should be featured as a bonus, an artistic choice to balance the gigantic themes and music.

**\*\***the project has been developed for modularity and we can accommodate 3 different set designs (from small to gigantic basically) as well as multiple options for the live orchestra (from having just a quartet to the full 40 people symphonic orchestra)

Besides the show itself, the project is expanded into the creation of what we call "the ecosystem". Riding on the themes of Made in Italy and The Italian Bottega, we want to create a series of interactive experiences for the audience (premium tickets for example) where they might witness an artisan crafting a suit or an item of furniture from scratch together with an exclusive exhibition on the show, the Olivetti era and Italian design (that might feature pieces from the original Elea computer, the original letters of the characters of the show, work in progress stages of the costumes...). About this we need to stress the site-specific nature of the exhibition/experiences: we will need/get to design it from scratch for each theater we visit, this is obviously a cost but we need to hype-up how unique and precious it would be to have a custom-designed experience for your space.

Graphic: we will include concept art on the show, experience and exhibition and would be cool to have an interactive map of a sample top-view design of the space that highlights areas on mouse overlay and gives sample content for each area.

## music

embedded section / popup or separate page. For each audio track it should provide title, translated title and narrative context. [this might end up inside the private Downloads page]

## deep dives:

this section should only have a brief sentence to introduce it. It features a series of video clips of interviews that explore some core aspects of the show in more depth. Each clip ends with a slate that says something along the lines of “to find out more:” and the email address.

How to feature Unreal previz?

## Specto + creators:

Specto is the company: a non profit based in Milan that focuses on innovation in the live entertainment industry...

A separate subsection features all the people that worked on the show with their respective bios.

Graphic: we should feature the Specto description in the main page and then have a button that redirects/opens the page/overlay with all the bios.

## partecipate:

We need to stress that what we are offering is a partnership: an opportunity to become part of the project and build it together, not just investing.

Later, yes, there are communication and money things to discuss, but you, the partner, are entering a cultural journey that is beneficial to your brand because it leverages on the strong experiential features of live theater to transfer meaning and values to your audience in a very powerful way.

From here we might have a button that links to a secondary page with more detail on the forms of participation. no need for copy on that though.

this homepage section will be followed by an area where we can display the logos of partners/endorsers of the project.

## footer:

a footer with the contact email

## Downloads sections:

password protected section for industry professionals that allows to download tech documents of the show and a full pdf presentation.

Either than an opening statement for context, there's no need for specific copy here.

To make it easier to update the tech documents, this section might just contain a link to a private Dropbox folder and, maybe, the “music” sub-section as mentioned.

~~Graphic: need to figure out a versatile solution to accomodate any number of documents (from 1 to potentially 10) and still look complete and well-designed.~~



## THE PLOT

In a small villa in Tuscany, Adriano Olivetti is bringing together ten young engineers, with the task of creating the first transistorised computer - thus opening the door to the modern computer, the software, the microchip. Among them is Giorgio Sacerdoti.

"Il mestiere del Tempo" is the story of an artist engineer, of his very personal battle with Time, in his quest to leave behind a "mark". Being so much more than a passing obsession, Time here is a character, a vivid presence to be confronted and challenged, a sentiment as relevant today as it was then.

[MORE ON THE PLOT >](#)

["ELEA 9003" COMPUTER >](#)

## THE PROJECT

"Il Mestiere del Tempo" features all of the most iconic elements of the Made in Italy creativity and ingenuity, and offers the opportunity to tell the story of a real and solid ecosystem.

In the spaces surrounding the performance area, the audience will be able to dive into an exhibition experience of the original artisan's Bottega of excellence, which will bring forward the best of Italian creativity and lifestyle.



## HEAR THE MUSIC

### “IO SONO IL TEMPO”

“I AM TIME”

this is the opening number. The character of Time addressed the audience to introduce the setting of the story



### “UN NUOVO RINASCIMENTO”

“A NEW RENAISSANCE”

the young engineers in the Villa gather behind Tchou’s vision for a future driven by creativity, a dream made possible through their machine



### “PRELUDIO PISA”

“PISA’S PRELUDE”

soundtrack of the young engineers receiving their letter of acceptance for the new job in Pisa

