

= Ciao Italia : Live from Italy =

Ciao Italia : Live from Italy (credited as Madonna : Ciao , Italia ! Live from Italy in the video sequence) is a video album by American singer @-@ songwriter Madonna and was released by Warner Reprise Video and Sire Records on May 24 , 1988 . It contained footage from a previous TV special of the Who 's That Girl World Tour , Madonna in Concerto , broadcast in Europe in 1987 , filmed at the Stadio Comunale in Turin , Italy . The video release also contained footage from shows recorded in Florence , Italy and Tokyo , Japan , the latter having previously been released as a Japanese TV special and home video release , Who 's That Girl : Live in Japan . The decision to release Ciao Italia was spurred by the fact that this previous release became a commercial success in Japan . A re @-@ release of the video took place in 1999 , when it was released in DVD format , with a stereo soundtrack containing the songs only .

The video received positive reviews from critics , who noted Madonna 's showmanship and her skills as a performer . They also complimented the camera work in the video , for enhancing the visual aspects of the tour . Ciao Italia topped the Music Video sales chart of Billboard , and became the second best @-@ selling music video cassette of 1988 . It was certified platinum by the Recording Industry Association of America (RIAA) for shipment of 100 @,@ 000 copies .

= = Background = =

Madonna 's 1987 Who 's That Girl World Tour was a critical and commercial success , earning US \$ 25 million and playing in front of an audience of 1 @.@ 5 million . When the time came for the video release of the tour , Warner Bros. decided to release it only in Japan , where Madonna 's previous video albums had not been released . This decision was also backed by the profit that the Who 's That Girl World Tour had achieved from its Japanese leg . Named as Who 's That Girl : Live in Japan , the video contained a live date from the tour , filmed at Korakuen Stadium in Tokyo , Japan on June 22 , 1987 . It was also aired as a television special in Japan only and was the first television broadcast there , using Dolby Surround sound . The release was a commercial success , prompting Warner to release a different version of the tour video , for the rest of the world . Although the Japanese concert was released on VHS and LaserDisc , Warner Music Japan has never officially made it available on DVD .

The video was released on May 24 , 1988 , and contained video compilation of two different dates from the tour , Turin and from Florence , as well as clips from her concert in Tokyo , Japan . The video had an introduction , where Madonna was shown practicing with her troupe on the stage , rehearsing the songs and the dance moves . Madonna , who had gone through rigorous exercises and aerobics to prepare herself for the tour , demanded from director Egbert van Hees that the shape of her body be given prominence in the footage to be used for the video . She believed that her new shape and figure would make her appear highly attractive . In 1999 , Warner Bros. re @-@ released the video in DVD format , along with some of Madonna 's other video albums . The music video appears in an aspect ratio of 1 @.@ 33 : 1 (4 : 3) on the single @-@ sided , single @-@ layered DVD . The concert relied heavily on magenta tones ; from the lighting to Madonna 's outfits . A stereo soundtrack accompanied the DVD release , where the songs were mixed without having a surround sound effect .

= = Reception = =

= = Critical response = =

Andrew Perala from Anchorage Daily News complimented the video , saying " If you have a secret fondness for pop singer Madonna , you would want to check out her Ciao Italia , the singer 's concert film from Italy . You can be pleasantly surprised at how amazing she is . " Heather Phares from Allmusic said : " Madonna 's Ciao Italia : Live From Italy captures a performance from her 1988

world tour and features hits like ' Lucky Star ' , ' True Blue ' , ' La Isla Bonita ' , ' Like a Virgin ' , and ' Material Girl ' . A much simpler , less choreographed performance than her later extravaganzas like The Girlie Show World Tour , Ciao Italia is still entertaining in its own right , and will definitely please fans nostalgic for some old @-@ school Madonna hits . " Dennis Hunt from Los Angeles Times gave a positive review , saying " A festive Italian stadium show featuring the Material Girl , who 's turned into a first @-@ rate entertainer , strutting and singing in flashy production @-@ number renditions of her recent most Billboard topping songs , is indeed a delight . The video captures the enormity of Madonna as a performer , and her theatrics , oomph and chutzpah . " Tom Shales from The Washington Post said that " Ciao Italia works wonderful because it makes Madonna look like she 's at home , with her Italian family all around her . [...] A Turin soccer stadium became the sexual center of the universe last year when Madonna , one of our naughtiest superstars , taped this concert there before 75 @,@ 000 gyrating Italians . Ebullient and insouciant , Madonna sings her hits @-@ including the darkly beautiful ' Live to Tell ' ? in cavernous stereo ; dances engagingly with 14 @-@ year @-@ old Chris Finch , the quintessential Lucky Little Boy ; and crowns herself queen of teases , bending over to reveal ' Kiss ' printed on her underpants [...] Sheer showmanship is present in her performances as well as the camera work of this video . " Jim Farber from Rolling Stone said that " this version of Madonna 's Who 's That Girl Tour returns the star to the medium where she excels best . On videocassette , however , Madonna makes manipulation seem like an exciting message indeed . " Colin Jacobson from the DVD Movie Guide however , gave a negative review of the album , saying " Possibly the biggest problem with Ciao Italia regarded the sloppy manner in which the program was assembled . I can ? t recall if Italia appeared as a TV special that aired live or if it was taped and edited specifically for future broadcast screenings , but it certainly looked like something that was created on the fly . Sloppy camerawork and editing abound , as those two factors don ? t flow together terribly well . It felt as though they tried their best to get appropriate material at the time but that they failed to massage it after the fact . "

= = = Commercial performance = = =

The release debuted at number 17 on Billboard 's Top Music Video chart , on June 4 , 1988 and reached a peak of eight , the next week . The video started a steady climb on the chart , and on the issue dated August 20 , 1988 , it reached number three on the chart , being kept from the top spot by Callan Pinckney 's Callanetics and Jane Fonda 's Start Up With Jane Fonda workout videos . Ciao Italia ultimately reached the top of the chart , remaining there for eight weeks . It was the 27th top selling music videocassette for 1988 . The video was certified platinum by the Recording Industry Association of America (RIAA) for shipment of 100 @,@ 000 copies . Ciao Italia debuted and peaked at number three on the Canadian RPM Top 10 Video chart on June 9 , 1990 . It was present for a total of eight weeks on the chart . It also charted at number three on the Finnish DVD chart in 2009 . Ciao Italia was also certified platinum by the Argentine Chamber of Phonograms and Videograms Producers (CAPIF) for shipment of 15 @,@ 000 copies in DVD units .

= = Track listing = =

= = = Formats = = =

It was released on VHS , Laserdisc and later DVD , in an aspect ratio of 1 @.@ 33 : 1 on the single @-@ sided , single @-@ layered DVD .

= = Credits and personnel = =

Credits and personnel adapted from Ciao Italia : Live from Italy video liner notes .

= = Charts and certifications = =

