

**PITECUS**

By Flavia Mastrella & Antonio Rezza

US première

October 13 – 16, 2016

The First Floor Theater @ La MaMa

74A EAST 4TH STREET, NY, NY 10003

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**PROMOTION AND PRESS OFFICE ACTIVITIES**

Italian Press and Social Media

**Press Clippings**

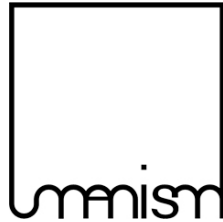
News Source: Umanism

Link: [www.umanism.com/events/2016/9/29/rezzamastrella-the-unclassified-theater-land-in-new-york](http://www.umanism.com/events/2016/9/29/rezzamastrella-the-unclassified-theater-land-in-new-york)

Date	Press	Title	Author
3-Sep	La Repubblica	"Rezzamastrella, il teatro inclassificabile sbarca a New York: "Sorprendiamo anche all'estero"	Rodolfo Di Gianmarco
Link	<a href="http://www.repubblica.it/spettacoli/teatro-danza/2016/09/03/news/antonio_rezza-147127135/">http://www.repubblica.it/spettacoli/teatro-danza/2016/09/03/news/antonio_rezza-147127135/</a>		

Date	Press	Title	Author
29-Sep	La Voce di New York	"Pitecus di Rezza e Mastrella"	Events Section
Link	<a href="http://www.lavocedinewyork.com/events/pitecus-di-rezza-e-mastrella/">http://www.lavocedinewyork.com/events/pitecus-di-rezza-e-mastrella/</a>		

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Date	Press	Title	Author
6-Oct	La Voce di New York	'Il (non) teatro di RezzaMastrella sbarca a New York"	Fabrizio Rostelli
Link	<a href="http://www.lavocedinewyork.com/arts/spettacolo/2016/10/06/antonio-rezza-flavia-mastrella-a-new-york/">www.lavocedinewyork.com/arts/spettacolo/2016/10/06/antonio-rezza-flavia-mastrella-a-new-york/</a>		

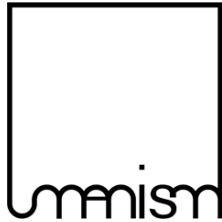
Date	Press	Title	Author
8-Oct	Il Manifesto	"Rezza e Mastrella sbarcano a New York"	Gianluca Pulsoni
Link	<a href="http://ilmanifesto.info/rezza-e-mastrella-sbarcano-a-new-york/">http://ilmanifesto.info/rezza-e-mastrella-sbarcano-a-new-york/</a>		

Date	Press	Title	Author
10-Oct	La Voce di New York	"Drama or No-Drama? RezzaMastrella's Art to Land at La MaMa"	Fabrizio Rostelli
Link	<a href="http://www.lavocedinewyork.com/en/arts/2016/10/10/drama-or-no-drama-rezzamastrellas-art-to-land-at-la-mama/">www.lavocedinewyork.com/en/arts/2016/10/10/drama-or-no-drama-rezzamastrellas-art-to-land-at-la-mama/</a>		

Date	Press	Title	Author
11-Oct	ViceVersa Magazine	"Rezza-Mastrella vuelven a Nueva York con la obra "Pitecus"	Jose E. Gonzalez
Link	<a href="http://www.viceversa-mag.com/rezza-mastrella-pitecus/">www.viceversa-mag.com/rezza-mastrella-pitecus/</a>		

Date	Press	Title	Author
12-Oct	i-Italy NY	"Pitecus Comes to the USA"	Joelle Grosso
Link	<a href="http://www.iitaly.org/node/50315">www.iitaly.org/node/50315</a>		

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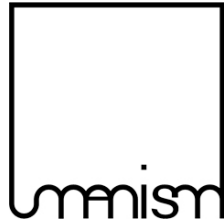
Date	Press	Title	Author
12-Oct	New York Stuffs	"Pitecus"	Events
Link	<a href="http://www.newyorkstuffs.nyc/event/pitecus/">www.newyorkstuffs.nyc/event/pitecus/</a>		

Date	Press	Title	Author
14-Oct	New York Stuffs	Pitecus: Antonio Rezza e Flavia Mastrella portano l'assurdo in scena a New York"	Beatrice Bondi
Link	<a href="http://www.newyorkstuffs.nyc/pitecus-antonio-rezza-flavia-mastrella-portano-l-assurdo-scena-new-york/">www.newyorkstuffs.nyc/pitecus-antonio-rezza-flavia-mastrella-portano-l-assurdo-scena-new-york/</a>		

Date	Press	Title	Author
17-Oct	La Voce di New York	"RezzaMastrella e l'urgenza di Pitecus"	Alessandra Quintavalla
Link	<a href="http://www.lavocedinewyork.com/arts/2016/10/17/rezzamastrella-e-lurgenza-di-pitecus">www.lavocedinewyork.com/arts/2016/10/17/rezzamastrella-e-lurgenza-di-pitecus</a>		

Date	Press	Title	Author
	America 24		Francesca Pellas
Link	<a href="http://america24.com/news/il-teatro-libero-di-rezzamastrella-pensa-agli-usa">http://america24.com/news/il-teatro-libero-di-rezzamastrella-pensa-agli-usa</a>		

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**Press Registrations:**

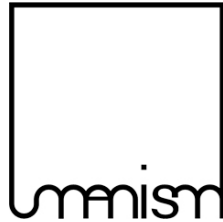
<b>Date</b>	<b>Journalist</b>	<b>Press</b>	<b>Media</b>
<b>Oct-13</b>	Mila Tenaglia	i-Italy Network	Online, TV, Print Magazine
	Francesca Pellas	America 24 (Il Sole 24 Ore USA)	Online
	Stefania Spatti	America 24 (Il Sole 24 Ore USA)	Online
	Veronica Santi	Artribune	Print, Online
	Beatrice Bondi	New York Stuffs	Online Magazine

<b>Oct-14</b>	Francesca Quintavalla	La Voce di New York	Online
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<b>Oct-15</b>	Alberto Polo	Radio Nuova York	Online Radio
	Simona Ferrari	Radio Nuova York	Online Radio
	Laura Giromini	Vivere New York	Online
	Pasquale di Maio	Italians in New York	Online
	Joelle Grosso	i-Italy Network	Online, TV, Print Magazine

<b>Oct-16</b>	Gianna Pontecorvi	Lettera 22	Online
	Alessandra Farkas	Corriere della Sera	Print, Online

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## **Social Media Activity**

Source: Umanism

Facebook Page:

<b>When</b>	<b>Social Media Activity</b>	<b>Page/Groups</b>	<b>Followers</b>
Multiple	News	Umanism	1545 Likes
Notes	Multiple postings, news, press reviews sharing, online tickets and invites		

<b>When</b>	<b>Social Media Activity</b>	<b>Page/Groups</b>	<b>Invited</b>
Once	Event	La MaMa Experimental Theatre and Umanism	350
Notes	Event promotion and online tickets		

<b>When</b>	<b>Social Media Activity</b>	<b>Page/Groups</b>	<b>Followers</b>
Once	Posting / Invites	New York Italians	17727 Likes
Multiple	Posting / Invites	New York Italian Women (Close Group)	281 members
Multiple	Posting / Invites	Radio Nuova York (Open page)	3801 Likes
Once	Posting / Invites	Italiani a New York (Open group)	3644 Members
Once	Posting / Invites	Italians in New York (Page)	15441 Likes
Once	Posting / Invites	Commissione Giovani USA/Young Italians Network	1077 Members
Once	Posting / Invites	Italians Entrepreneurs (Close Group)	670 Members
Once	Posting / Invites	Vivere New York	64752 Likes

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