

*Los* SONIDOS *de la*  
SEMANA SANTA



*The* SOUNDS *of the*  
HOLY WEEK

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For the Holy Week, everything will be the same.  
For the people, everything will be different.

An idea by



lorenzobennassar.com

## Holy week in Sevilla

Time stops. The world caters.

The city is transformed. In the same way. For centuries.  
For the Week that changes everything and when everything changes.

In Seville it's not just a holiday or vacation.  
It is something special that the Sevillians feel. And show.  
That the outsiders, even the most foreigner ones, admire.

Everybody knows there is something there  
that you can not understand... just feel.

## The Sounds of Holy Week

The night, the silence, the murmur of Nazarenes, foremen and costaleros.

The light of the candles and the passion of the devotees.

The velvet, the flowers. The beauty,  
The Passion of Holy Week ...



## **The Sounds of Holy Week**

The Passion of the Holy Week, decorated by another passion:

The one of the world's best choirs voices.

The best live corals in the world (Academy of St Martin in the Fields, Orfeón Donostiarra ...) paying a solemn tribute to the religious images of Seville

with an incomparable background frame: the Cathedral of Seville.

Mixed with an amplification of the sounds that spontaneously produce the foremen and costaleros in their procesions.

## **The Sounds of Holy Week**

Right at the very notable moments of the brotherhoods passage through the Plaza del Triunfo, there will be an exceptional unwritten dialogue, between two sounds, the ones of of the Nazarene procession and the ones of the choir.

A new and enriching experience for all: Brotherhoods and Corals.

## The Sounds of Holy Week

Each performance is unique. Because unique is the moment in which it occurs, with different gestures, sounds, times... every time.

For traditional audiences and as well as new audiences:  
Passion fans, tourists, lovers of classical music and  
exceptional occasions ...

## The Sounds of Holy Week

Let's integrate the institutional message in a city's promotion proposal.  
Let us give the city new reasons to be proud of itself and in front of the visitors.

Let us give a renovated tone without losing one atom of the traditional spirit.

Isn't the yearly renewal of something eternal what the Holy Week is all about?

## **The Sounds of Holy Week**

The perfect synchronization between 100 voices in absolute harmony with the impeccable synchronization of the costaleros.

An event of a unique and unrepeatabe beauty loaded with positive values, and appeal to any brand.

## Considerations

A huge possibility of sponsorship, maintaining the criteria of the project:

- Production and Commercialization of AV material for both broadcast and commercial use, nationally or internationally.
- Promotional use of the images and sounds for the promotion of the city, directly by the administration, or indirectly, through media.
- Direct sponsorship of the project, by supporting the organization and performance of the various choirs, as well as the publicity of the Exhibition at the venue during Holy Week ...

## Documents

Attached:

- Letter of intent from 2 of the best choirs in the world,
- Possible location plan,
- Sketch of the montage as an example of the discretion with which we propose dealing with sensitive issues such as sponsorship of the event.

Adjuntamos carta de intenciones de:



- Ms. Dawn Day, General Manager,  
**Academy of Saint Martin in the Fields**  
(Coro interprete, entre otras, de la grabación del himno de la UEFA y bandas sonoras como "Titanic" o "Amadeus")



- José Antonio Sanz, Director Artístico  
**Orfeón Donostiarra**

Sevilla

Maestranza  
de Sevilla

Catedral de Sevilla

Pza. del Triunfo



Los SONIDOS de la  
SEMANA SANTA

Patrocinada:



IBERDROLA



REPUZ  
YFP

Telefónica

vodafone

Colabora:



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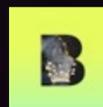


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Thank you for looking at this presentation with  
the same enthusiasm with which it is made.

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