

*Trans – Warhol Opera dance*  
premieres at the Batiment  
des Forces Motrices,  
Geneva the 8th, 9th &  
10th March 2007.



**Y&R**

Young & Rubicam Brands  
1, rue Lugardon  
CH-1201 Geneva  
T: +41 22 908 40 00

**FLUX** LABORATORY  
10 RUE JACQUES-DALPHIN  
CH 1227 CAROUGE GENEVA  
T +41 22 308 1450  
WWW.FLUXLABORATORY.COM

**Where brands meet art**

*Trans – Warhol Opera dance*





Brand owners are continuously seeking new & innovative ways to showcase their brands & products in the saturated media world in which we live. *Trans – Warhol ‘Opera Dance’* is reinventing the definition of product placement by taking the brand centre stage. In addition, potential PR opportunities will achieve an audience beyond just those in the auditorium. This could be your chance to make your brand pop.

*Trans – Warhol Opera Dance* as its name suggests, is a multiple discipline event. The opera is written by the American poet Kenneth Goldsmith & put to music by the composer Philippe Schoeller, the dance element is directed & choreographed by Nicolas Musin.



*Trans – Warhol Opera Dance* continues Andy Warhol's ethos of the importance of the brand through visual interpretation, the voice & the moving body. This will be a new interaction between the worlds of business & art.

*Trans – Warhol Opera Dance* premieres at the Batiment des Forces Mortrices, Geneva, at 8pm the 8th, 9th & 10th March 2007.

Communications agency *Young & Rubicam Brands* Geneva has already embraced this innovative opportunity. Brands such as Christie's, Bon Génie Grieder, La Loterie Romande & Teo Jakob are already taking part.



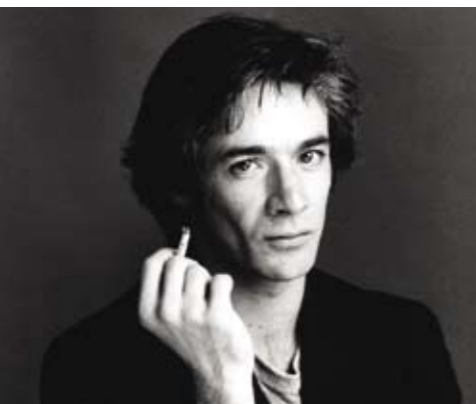
The dance element is directed and choreographed by *Nicolas Musin*, Artistic Director to the Flux Laboratory Geneva and internationally acclaimed dancer, choreographer, scenic artist and costume designer.

The opera is written by the American poet *Kenneth Goldsmith*, the author of eight books & the 'most exhaustive and beautiful collage work yet produced in poetry.' *Publishers Weekly*.

Composer *Philippe Schoeller* creates the score. His previous commissions have included among many others the Festival d'Angers, Festival d'Orleans, & the Ensemble Intercontemporain.

The *Flux Laboratory Geneva*, founded in 2003 by *Cynthia Odier*, is a space of innovation & interaction. Their goal is to create, experiment with & nurture new relationships between the worlds of art & business. Hosting a plethora of events, they also produce & support world class performing arts projects.

The *Flux Laboratory* would be delighted to meet personally to discuss the event in more detail.



To make your brand pop call *Marcus Brown*: 022 908 40 80, CEO of *Young & Rubicam Brands Geneva*.

**Orchestra:** *Ensemble Alternance*. **Musicians:** *Philippe Berrod (clarinet), Jay Gottlieb (piano), Jean-Luc Menet (Flute), Pierre-Henri Xuereb (alto), Jacques Ghestem (violin), Veronique Ghesquiere (harp) & Alexis Descharmes (cello).*

**Singers:** *Christina Landshamer (soprano), Hildegard Wiedemann (contralto) & Patrick Van Goethem (contratenor).*

**Dancers:** *Hannah Ahti, Fernanda Diniz, Georgette Sanchez, William Briscoe & Karl Schreiner.*

