

LONDON COMMUNITY GOSPEL CHOIR  
THE JOY SINGERS CHOIR  
BRITISH GOSPEL ARTS

GOSPEL@VALENZA  
2011

## WORKSHOPS & CONCERTS

VALENZA, 3-5 JUNE 2011



## INTRODUCTION



Beyond the vogue and the trends of the moment, Gospel music is certainly an “unconventional” genre to our culture. It was born as an instinctive and spontaneous expression of Spirituality, Faith, Hope and Gratitude for Life by the African community who Interpret this through song and dance.

These origins, seemingly so distant from our everyday reality, are driven by principles and values of life that are unexpectedly common and very close to our cultural and religious roots, even if expressed through formulas and rituals that are unusual to the majority of us.

Gospel music is undoubtedly spiritual in nature, a spontaneous expression of faith, uniting body, mind and soul. It is an uplifting form of prayer and art at the same time that everyone can share in regardless of age, ethnicity, religious beliefs and personal skills.

There are countless occasions when gospel music, all over the world, was able to move the inner feelings of people belonging to fundamentally different beliefs and cultures, uniting in one voice, joining in a single purpose, awakening their faith.

Gospel@Valenza, established in 2008, was born under these inspirational principles. For three days every year, the City of Valenza is transformed into an international forum for those to whom Gospel Music is an important part of their lifestyle and for those who want to be part of this experience.

We believe that opportunities like this for getting together, exchanging knowledge, sharing mutual experiences and emotions should be promoted. As a form of Art and Culture, Gospel Music, with the significance of its contents, the immediacy of its message and the huge potential for sharing of the Human Journey, will continue to grow through the years with Gospel@Valenza becoming a firm reference for the Musical and Spiritual Culture of our territory.

*The Joy Singers Choir & British Gospel Arts*

Al di là delle mode e delle tendenze del momento, la musica Gospel è certamente un genere “non convenzionale” per la nostra cultura, nato come espressione istintiva e spontanea di spiritualità, fede, speranza, gratitudine per la vita della comunità africana, che interpreta tutto ciò tramite il canto e la danza.

Queste origini, apparentemente così distanti dalla nostra realtà quotidiana, sono fondate su principi e valori di vita che sono invece sorprendentemente comuni e molto vicini alle nostre radici culturali e religiose, anche se espressi attraverso formule e rituali che sono insoliti per la maggior parte di noi. La Musica Gospel ha una indubbia natura spirituale, è una spontanea manifestazione di fede che unisce corpo, mente e anima.

E' una forma esaltante di preghiera e arte allo stesso tempo, che ognuno può condividere senza distinzione di età, etnia, credo religioso e capacità personali. Innumerevoli sono le occasioni in cui la Musica Gospel, in tutto il mondo, è riuscita a smuovere l'intima sensibilità di spettatori appartenenti a fedi e culture profondamente diverse, unendoli in un'unica voce, accomunandoli in un unico intento, quando non a risvegliarne la Fede.

Gospel @ Valenza, giunto alla sua terza edizione, è nato proprio da tali principi ispiratori. Per tre giorni ogni anno, la città di Valenza si trasforma in un forum



internazionale per chi ha fatto della Musica Gospel una parte importante del proprio stile di vita e per tutti coloro i quali vogliono essere parte di questa esperienza.

Crediamo che opportunità come questa, di incontro, scambio di conoscenze, condivisione delle reciproche esperienze ed emozioni debbano essere promosse quanto più possibile. Tramite la Musica, quale eletta forma d'Arte e di Cultura, ed il Gospel con il valore dei contenuti, l'immediatezza del messaggio ed il suo enorme potenziale di aggregazione e condivisione dell'Avventura Umana. Certi del valore di questi principi, auspichiamo che Gospel@Valenza continui a crescere nel corso degli anni, diventando una realtà di riferimento per la cultura musicale e spirituale del nostro territorio.

*The Joy Singers Choir & British Gospel Arts*



# WHAT IS GOSPEL@VALENZA

## HISTORY

Gospel@Valenza is a cultural event open to the participation of Italian and international choirs and individuals, from beginners to established singers, who want to sing Gospel.

2008 saw the birth of Gospel@VALENZA, a collaboration between Joy Singers Choir, London Community Gospel Choir and British Gospel Arts with the support of the town of Valenza, its Mayor and local businesses.

Gospel@Valenza, the first of its kind in Valenza, grew out of annual workshops hosted by the Joy Singers Choir who in 2006 invited British Gospel Arts and the London Community Gospel Choir to engage in development work with them culminating in performances at the main concert halls in Alessandria (2006) and Valenza (2007).

Gospel@Valenza broadened the spectrum of this work to include educational workshops for choirs from other towns and cities in Italy and abroad, as well as for the general community district of Alessandria and beyond. Attendance and participation has grown from 1,300 local people in 2006 to over 1,800 people in 2009 – a small percentage of whom travelled from far afield in Northern Italy and several from the UK and Norway. We are expecting at least 2,000 people to participate in 2010, with more joining us internationally.

## HOST CHOIR, JOY SINGERS CHOIR

Established in 1997, Valenza-based Joy Singers Choir (JSC) has performed across Italy including live concerts, gospel festivals, choir contests, workshops, weddings and corporate events. In 2007, the JSC won the Special Prize (Quality Award) at the 2nd Venice Gospel Contest for Italian Choirs. In 2009, JSC performed at the Royal Festival Hall, London (UK), for Voicelab Welcomes Series. JSC have recorded two CDs. ([www.joysingerschoir.com](http://www.joysingerschoir.com))

**CHOIR WORKSHOPS** are for singers and choir members of all levels who want to improve their Gospel singing. Coaching, under the expert guidance of Revd Bazil Meade and his team of LCGC tutors, includes performance skills and choir choreography alongside a varied Gospel repertoire.

**COMMUNITY WORKSHOPS** are for anyone new to singing, or singers who would like to explore singing Gospel music. No previous experience of choral singing needed. Subscription is without age limits, special invitation for families and groups of friends.

**GOSPEL SUNDAY** is a special black gospel style worship for festival participants and the local community, led by LCGC.

**CONCERTS** include a club night at L'Officina, Alessandria on Friday and performances at Valenza Town Square on Saturday night and at Valenza Theatre on Sunday night.

## WHAT'S ON OFFER



**The Workshop Teaching Team is led by Rev. Bazil Meade, Principal and Founder of London Community Gospel Choir and the programme is organised by Andrea Encinas of British Gospel Arts, the leading gospel music education organisation in the UK.**

**Workshops will take place in Valenza at our Music School - Circolo Amici della Musica "Prof. P. Piacentini", at our headquarters in Via Carducci and at our rehearsal and concert hall at the "Centro Polifunzionale S. Rocco" of Piazza Statuto.**

### CHOIR WORKSHOPS

The 3-day intensive Choir Workshop (Friday to Sunday) is for members from Italian and international Gospel choirs and individual Gospel singers.

Participants will expand their skills in gospel singing, with a focus on voice projection, diction, dynamics, rhythm, expression, choreography and performance. Original Gospel songs specifically selected for the workshops will be used for coaching and for the performance at the concert on Sunday evening. Lead Singing Skills is part of the workshop programme, with separate sessions for lead singers from participating choirs.

### COMMUNITY WORKSHOPS

On Saturday, an all day Community Workshop will be open for adults and children from beginners to experienced singers to learn gospel choral singing. Participants will perform the workshop songs at the Saturday concert.

### CONCERTS

**NEW\*\*\***On Friday night, UK's V9Collective bring a youthful blend of urban gospel RnB to L'Officina, Alessandria for our first G@V Club night.

Saturday night is Caribbean Gospel Night! V9 Collective, the community workshop

choir and Italian guest choirs will join LCGC and JSC to bring the Town Square alive with rhythms from Africa and the Caribbean. There will be dancing! Al fresco and free!

On Sunday night, Valenza Theatre will host LCGC in concert with the Joy Singers Choir and the Gospel Workshop Choir. A unique opportunity for all Gospel music enthusiasts to enjoy the essence of Gospel music performed by the UK's premiere gospel artistes.

## ATTENDANCE FEES AND CONDITIONS

### Gospel@Valenza 2011 Attendance Fees

#### Individuals

€ 75.00

Gospel Choirs Workshop,  
Complete (3 days)

#### Choirs/Groups (>10 people)

€ 65.00

Gospel Choirs Workshop,  
Complete (3 days)

#### JSC Members

€ 45.00

Gospel Choirs Workshop,  
Complete (3 days)

#### Individuals

€ 35.00

Community Workshop  
(1 day)

## Special Workshop Package for UK attendees

This package is specifically designed for guests coming from the UK attending the FULL 3-days at Gospel@Valenza.

What you get:

- Gospel Choirs Workshop, 3-days (as per Programme)
- Transportation from/to airport, on Friday 3 June 2011 and Monday 6 June 2011 (airport: Milan, Malpensa.) (see Note\* below) and local transport from/to hotel to workshop/concert venues
- Accommodation, 3 nights & welcome buffet  
OTTONE Park Hotel \*\*\*\*\* (see next page)

#### Individuals

€ 380.00\*\*

*\*NOTE: Transportation to/from airport is assured at the above conditions ONLY if the package is arranged around the flights that LCGC will take to come and go. See Page 8 for Flight details/schedule for booking: \*Price does not include flights to/from Italy, hotel extra services, meals and other general costs.*

### PRICE INCLUDES:

- Participation in the workshops and related activities except the Club night (see Programme)
- Participation in assigned concert
- Workshop resource materials
- Access to discounted accommodation and meals (see end of document)

### REGISTRATION GUIDE

1. Fill in the Application Form on page 8. If you need further application forms they may be downloaded from our website, [www.joysingerschoir.com](http://www.joysingerschoir.com), from the Gospel@Valenza link, or send an e-mail copy to [info@joysingerschoir.com](mailto:info@joysingerschoir.com)
2. Payment may be made through banking credit transfer, with the followings international details:  
  
IBAN: IT 72 F 06075 48680 000000034054  
BIC: RIALIT2A  
Bank name: Cassa di Risparmio di Alessandria S.p.A.  
– Valenza Branch  
Account n. 01-060-00034054  
Payable to: Circolo Amici della Musica “P. Piacentini”  
Subject: Registration G@V 2010
3. Please send your application form together with a copy of the full payment receipt (e-mail or fax, see below)
4. Contact details for sending application forms and deposit receipts:

**Email:** [info@joysingerschoir.com](mailto:info@joysingerschoir.com) (preferred)  
**Fax/Tel:** +39 0131 942787 (Reception)  
**Postal address:** Circolo Amici della Musica “P. Piacentini”  
Via Carducci s/n - 15048 Valenza (AL) - ITALY

### CONDITIONS:

- All registrations must be sent by **Sunday 15 May 2011**. Late exceptions may be submitted directly via email.
- For logistical reasons, dependent on available venue capacity, the maximum number of places for attendees is fixed at 130. Registrations will be acknowledged in chronological order.
- Registrations are recorded only upon receiving receipt of full payment (a copy of the funds transfer document / banking credit transfer)
- Partial registrations to the Gospel Choirs Workshop (3 days) are not possible
- Price does not include services, meals, lodging, transport and other general costs.
- The price does not include the admission fee for unassigned concert or for the club night.

For further information contact:

**Mauro Bellone**  
P.R. & Administration, The Joy Singers Choir

**Mobile +39 335 5694151**  
**Email [webmaster@joysingerschoir.com](mailto:webmaster@joysingerschoir.com)**



## ACCOMMODATION & MEALS



Here's some useful information to help you with your stay in Valenza.

Please always ask for special rates reserved for GOSPEL@VALENZA 2010 attendees.

**IMPORTANT NOTE** Valenza is a small town, very well 'protected' due to its main business, jewellery. Because of this there are NO hotels or B&B in the town centre. All accommodation is located around 1 - 2 km from the town centre. Some of JSC members will provide transportation, if necessary.

### RECOMMENDED RESTAURANTS

#### Osteria della Piazzetta

Via Cesare Cunietti, 5  
15048 Valenza (AL)  
tel 0131/953525

Tavern in the historic centre of Valenza.

Warm and elegant. Local cuisine, carefully prepared and revisited in an original way. Selected wines.

Excellent value for money, starting from € 25.00.

#### Trattoria VIA ROMA

Via Roma, 22  
15048 Valenza (AL)  
tel 0131/251661

#### Bar DANTE

Viale Dante Alighieri, 18/20 - 32  
15048 Valenza (AL)  
tel 0131 942396 / 951682



#### OTTONE PARK HOTEL \*\*\*\*

Cascina San Michele  
15042 Bassignana (AL)  
Tel. +39 0131940511  
Fax +39 131940511  
ottoneparkhotel@virgilio.it  
<http://www.paginegialle.it/eng/hparkottone>

A peaceful, rural haven amidst the Piedmont hills and Pian del Casato, which once witnessed Napoleonic wars. You will feel welcomed by the courtesy and sincerity of our wonderful country folk.

Nice outdoor swimming pool.

- € 85,00 person /double room single use
- € 150,00 double

*This is the LCGC Team hotel of choice.*

#### CASCINA NUOVA AGRITURISMO B&B

Km 74, SS499 – Strada per Pavia 21  
15048 Valenza (AL)  
Tel. +39 0131 954120  
Cell. +39 335 6230457  
Fax +39 0131 928553  
info@cascinanuova.com  
www.cascinanuova.com

A pretty B&B farm providing fully equipped rooms for **2-3-4 persons, modern design, daily rate from about € 70,00 person, single room.**

#### VILLA GROPELLA AGRITURISMO – B&B

Strada per Solero, 8  
15048 Valenza (AL)  
Tel. +39 0131 951166  
Tel. & Fax +39 0131 927255  
info@gropella.it  
www.gropella.it

Old styled, historical country mansion, surrounded by a beautiful natural park, with century trees.

**2-3-4 bedrooms,  
from € 45,00 person/single room,  
€ 75,00 double room.**

**breakfast included.**



Valenza is a small town of 9000 families, sitting in the province of Alessandria in North West Italy. It is situated equi-distant from Torino and Milano, and though small, has the importance of being the world-renowned centre for jewellery making, in particular, in setting precious stones. Gospel @ Valenza has reached 3,500 of its residents already in actual presence and more via radio publicity and Internet.

The successful growth of Gospel @ Valenza depends on support from a good sponsor over the next years. Many more choirs from across Italy will be invited to participate and well as gospel artistes from other countries. The economic impact on the town's business is obvious, but more importantly, the festival will be promoting social cohesiveness, tolerance and understanding of other cultures and races through the arts.

We are looking for any sponsorship to support and expand Gospel@Valenza in the future.

In return, we can offer a minimum of the following benefits:

- Sponsors will be given exclusive access to branding the festival and all associated publicity with their name
- Specially designed corporate events with local and regional Chamber of Commerce and business people
- Access for Sponsor's staff to attend the events
- Hospitality at the events for corporate entertaining
- Option to be first sponsor for Gospel@ Valenza for the following three years

Total contributions to date from Bank Foundations and Sponsors have been € 54,000.

## 2006 - JSC Workshop

- Fondazione Cassa di Risparmio di Torino (CRT): € 9.000,00
- Fondazione Cassa di Risparmio di Alessandria (CRAL): € 5.000,00

## 2007 - JSC Workshop

- Fondazione Cassa di Risparmio di Torino (CRT): € 9.000,00
- Fondazione Cassa di Risparmio di Alessandria (CRAL): € 5.000,00

## 2008 - Gospel@Valenza

- Fondazione Cassa di Risparmio di Torino (CRT): € 9.000,00
- Fondazione Cassa di Risparmio di Alessandria (CRAL): € 3.000,00

## 2009 - Gospel@Valenza

- Fondazione Cassa di Risparmio di Torino (CRT): € 9.000,00
- Fondazione Cassa di Risparmio di Alessandria (CRAL): € 5.000,00

## APPLICATION FOR GROUPS/CHOIRS

Name of Choir / Group: \_\_\_\_\_

Director/Principal / Reference Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Website: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Total Number Attending: \_\_\_\_\_

(Please fill-in the detailed members list (FORM | B) on next page)

## REGISTRATION

	Price/euro
Registration fee for choir/groups starting from 10 people	€ 65.00

Please duly fill and send this form along with the fee deposit receipt (bank transfer), by e-mail to info@joysingerschoir.com or by Fax to +39 0131 942787 (Reception).

## PAYMENT CONDITIONS

Banking credit transfer (see REGISTRATION Guide on page 5 for bank details).

Date \_\_\_\_\_ Signature \_\_\_\_\_

**FLIGHT DETAILS:** London (LON) to Milan (MIL): Departing Fri 3 Jun - Returning: Mon 6 Jun

Date	Departure	Arrival	Flight	Duration	Cabin
Fri 3 Jun	07:05 London, Heathrow	10:00 Milan, Malpensa	LH3781	1h55	Economy (W)
Mon 6 Jun	17:35 Milan, Malpensa	18:30 London, Heathrow	LH3778	1h55	Economy (L)

## APPLICATION FOR INDIVIDUALS

Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Website: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Already member of a Choir:  Yes  No Choir Name: \_\_\_\_\_

Soprano  Alto  Tenor  Bass

## REGISTRATION

	Price/euro
<input type="checkbox"/> I am purchasing UK WORKSHOP WEEKEND PACKAGE (as per page 5)	€380.00
<input type="checkbox"/> I am purchasing the complete 3-day GOSPEL CHOIRS WORKSHOP	€75.00
<input type="checkbox"/> I am purchasing the SATURDAY COMMUNITY WORKSHOP	€35.00

Please duly fill and send this form along with the fee deposit receipt (bank transfer), by e-mail to info@joysingerschoir.com or by Fax to +39 0131 942787 (Reception).

## PAYMENT CONDITIONS

Banking credit transfer (see REGISTRATION Guide on page 5 for bank details).

Date \_\_\_\_\_ Signature \_\_\_\_\_

## CHOIR MEMBERS ATTENDING Please copy this page before completing if you have over 32 people attending.

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