FONDAZIONE BRUNO KESSLER
MAGAZINE

The FBK choir is launched: the project with the CDM of Rovereto for a cultural well-being.

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“You don't sing because you're happy; you're happy because you sing,” says philosopher William James.

The **FBK Sound** project was created through a collaboration between the Foundation and the Centro Didattico MusicaTeatroDanza (CDM) in Rovereto—directed by Corrado Bungaro—with the goal of creating a space for connection and shared growth. The initiative is designed to strengthen identity and community, foster cohesion in a pleasant and stimulating atmosphere, boost motivation and a sense of belonging, support creativity within research, and promote stronger and more collaborative internal relationships. The choir experience thus becomes a way to broaden the concept of brand identity, highlighting a Foundation that promotes well-being through culture.

“Organizations like Fondazione Bruno Kessler are constantly searching for something special. *In this case, research seeks to activate and connect people’s well-being and happiness with the corporate mission*,” **Alessandro Dalla Torre, Head of People Innovation for Research, said.** He continued: “*Through music, we want to open the organizational space of the Foundation to an extraordinary experience—one that generates well-being and creativity. In this sense, I like to think of our choir as colleagues who, united by a shared passion, become the sounding board of that extraordinary human adventure of study and research that reflects the mission of FBK*.”

“This initiative is part of a broader cultural-welfare framework, as indicated by the World Health Organization and the New European Agenda for Culture 2030, aimed at an integrated model of well-being for individuals and communities through the performing arts (music, theater, dance) as sources of health, well-being, and inclusion. FBK has always been attentive to promoting initiatives that highlight the individual, also with an eye toward continually attracting talent to the region.

“*The practice of singing in the workplace is widespread in other countries and cultures*, though *less so in Italy*,” said **Corrado Bungaro, director of the CDM** and involved in artistic

and cultural production for over 20 years. “*We are pleased to have launched the company-choir experience at FBK, fully aware of the strength that collective singing can bring to its participants and to the entire work environment.*”

Centro Didattico MusicaTeatroDanza di Rovereto – CDM

The Centro Didattico MusicaTeatroDanza di Rovereto (CDM) was founded in 1987 as a unique institution in the region, thanks to its multidisciplinary approach to the study and practice of music, theater, and dance. The CDM is the House of Music and Performing Arts—an ideal place to meet and grow through comprehensive artistic training, in a bright and colorful 1,000-m² space entirely dedicated to generating creative energy.

Maestro Eduardo Bochicchio – Director of the FBK choir

Conductor, opera singer and pianist. Professor of Piano and Choral Education at the Civica Scuola Musicale “R. Zandonai” and CDM (Centro Didattico MusicaTeatroDanza) in Rovereto. He studied and worked with important Italian and international musicians such as Maria Guinand, Lorenzo Donati, Riccardo Muti, Peter Maag, Lorin Maazel, Daniel Oren and Tom Koopman. Born in São Paulo – Brazil, he graduated in Music (Piano) in 1987 at the “Faculdade Santa Marcelina” – São Paulo, graduated in opera singing in 1994 at the San Pietro a Majella Conservatory in Naples and graduated in the Biennium of Choral Conducting in 2019 at the Bonporti Conservatory of Trento.

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- #fbk sound
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