

ASSOCIAZIONE
TEATRO POPOLARE DI SORDEVOLO

Press Release

"Passion of Sordevolo", Biella, Target 2027: the next edition will be presented at the BIT in Milan.

The International Tourism Exchange (BIT) at Rho Fiera Milano offers a unique opportunity to introduce the 29th edition of the "Sordevolo Passion Play" (Biella) on Thursday, February 12th, at 10:00 AM at the Piedmont Region stand.

The presentation will be led by the Associazione Teatro Popolare di Sordevolo, represented by Stefano Rubin Pedrazzo, accompanied by his staff and two extras. The objective is to introduce the new working group and describe the nature of the "Passion", mentioning significant updates such as renovated scenography, updated scripts, and a new soundtrack. The event will also serve as an opportunity to showcase the Biella area as a tourist destination, highlighting its cultural and environmental heritage.

The " Sordevolo Passion Play" is reflected in the number of extras and actors, which reaches approximately 400 people per edition, and in the tens of thousands of spectators who arrive from Italy and abroad. Unique in its kind in Italy and the second-largest Passion of Christ globally in terms of spectators, it is one of Europe's largest shows and a rare example of Popular Theatre.

Press Office – Passion of Sordevolo 2027
Email: ufficiostampa@passionedisordevolo.com
Phone: +39 015 3702804