



PERFORMANCE ROADWEAR

PRESS RELEASE

Rapha Launches Album Inspired by the Giro d'Italia

May 2010. Inspired by the history, passion and glory of the Giro d'Italia, Rapha is releasing the first in a series of soundtracks inspired by the world's greatest road races. The Giro: Music Inspired by the Giro d'Italia is an eclectic mix of hand picked contemporary and catalogue tracks that look to capture the excitement and colour of one of Italy's greatest sporting occasions.

The Giro is synonymous with Italian cycling and for the road-racing connoisseur, the *corsa rosa* is a romantic and colourful carnival marking the start of summer road racing. Curated by Pitch + Sync, each track on the album has been inspired by the history and glory of the Giro leader's jersey, the *Maglia Rosa*, and the champions and legends that have worn it. The tracks are segued with the authentic sound of the *tifosi* and the Giro caravan narration is provided by Michael Jayston who delivered the original voice over's on the cult 1974 film, *The Greatest Show on Earth*, starring Eddy Merckx, Jose Manuel Fuente and Felice Gimondi. The album artwork features photography from the 2009 Giro, taken by Daniel Sharp.

The music and tempo flows like a stage from the great race as the album moves through Italian opera, jazz, Italo-disco, post punk, rock and pop to more contemporary folk and dance. The Giro album features music from Lucio Battisti, Edoardo Bennato, Coldcut, Howard Payne, Donatella Rettore, Paolo Conte, Tullio Di Piscopo, Kano, Puccini and many more.

A limited edition CD of **The Giro: Music Inspired by the Giro d'Italia** is available online from www.rapha.cc and at the Rapha Cycle Club, Clerkenwell Road, London. iTunes and other mp3 formats to follow and in June a second album inspired by the Tour de France will be launched

The album launch is on Thursday 20th May at the Rapha Cycle Club. Join us for an evening of music with Jack Thurston and curator of the album, Simon Rose, playing a selection of music inspired by road racing.

-Ends -

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Rapha website: www.rapha.cc

Rapha press area: www.rapha.cc/press-area

Rapha

Rapha creates the finest cycling clothing and accessories in the world. Designed without compromise for the most discerning rider, Rapha products blend style with optimum performance. A passion for road racing means Rapha is more than just a product company. It is an online emporium of performance roadwear, accessories, publications and events, all celebrating the glory and suffering of road riding.

Rapha Cycle Club

A combination of gallery, shop and café, the Cycle Club is a meeting place and hub for road riders. Unlike most 'pop up' stores, the Rapha Cycle Club will be more than just a retail space. With live screenings of road races and a full calendar of exhibitions and events, for three months the Rapha Cycle Club will be a home for the



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sport and culture of road racing. This is the ultimate Rapha experience. Rapha Cycle Club, 146-148 Clerkenwell Road, London, EC1R 5DG.

The Greatest Show On Earth

This is a documentary film following the 1974 Giro d'Italia from the Pope blessing the riders at the beginning through the passion and anguish of the riders and the ultimate success of Eddy Merckx. Merckx went on to win the Tour de France and World Championships in the same year.

Tifosi

Italian for a group of supporters or fans, particularly in sport.

Tracklisting

1. *Religion* / LA GAZZETTA DELLO SPORT
2. *La Traviata: Di Provenza il Mar (Vocal)* – **Verdi**
3. THE CARAVAN OF THE GIRO D'ITALIA
4. *Bartali* – **Paolo Conte**
5. WHAT IS THE GIRO?
6. *Welcome* – **Gino Latino**
7. HISTORIC LANDMARKS
8. *Numb* – **Mescalito**
9. *Omertá* – **El Domingo**
10. *Io Che Non Sono L'Imperatore* – **Edoardo Bennato**
11. *Lamette*– **Donatella Rettore**
12. TARANTO TO FOGGIA
13. *The End* – **Change**
14. *It's a War* – **Kano**
15. GIRO LEGENDS
16. *Stop Bajon (Club Mix)* – **Tullio Di Piscopo**
17. *Testa* – **Testa**
18. *Ice Metropolis* / THE TIME TRIAL
19. *Walk a Mile (Henrik Schwarz edit)* – **Coldcut**
20. FREE ENTERTAINMENT
21. *Acqua Azzurra, Acqua Chiara* – **Lucio Battisti**
22. *Lonesome Gun* / THE DOLOMITES
23. 4 MILES TO GO
24. *Come Down Easy* – **Howard Elliott Payne**
25. THE CLIMAX
26. *Milan* – **Wish**
27. HEARTS OF THE TIFOSI
28. *Un Bel di Vedremo* – **Puccini**