

# PAUL ANKA

*sings for Mapei*



**The king of melodious songs performed in a show that Mapei offered its customers on the occasion of Cersaie.**

It was a tribute to a true symbol of the melodious song (from the 50's to the present day) and at the same time a precious occasion for the hundreds of guests invited: the concert of Paul Anka, the unforgettable American star, was the clou event organized by Mapei on the occasion of Cersaie 2003. The artist that made more than one generation dream with his songs, performed in Italy after an absence of 25 years, thanks to a long-time friendship with the Squinzi family that had wanted to give their guests this special occasion.

The concert that took place on Thursday, 2 October, at the Europa Auditorium (at the Palazzo dei Congressi di Bolognafiere) presented by Susanna Messaggio before more than 1,200 guests was a huge success, covered in detail by the press on the following days.

A very involving performance, that gave great emotions to all the guests present. Helped by the warm atmosphere, the enthusiasm of the public, the ageless vitality of a true stage professional (in addition to the king of song), the evening took off immediately and closed with applause in series for the artist and for the organization.

Unforgettable the performance of "My Way", a song that was also among the most beautiful performed by Frank Sinatra. And as a tribute to the guests he sang a particular version, paraphrasing the famous refrain with a new rhyme "...My way is... Mapei!", with the public entertained and enthusiastic, in the climate of involvement that those notes were capable of provoking. Everyone standing, then, to applaud him while Laura Pausini – special guest of the evening in private form for







her friendship with Paul – on the stage dedicated him a declaration of unparalleled esteem and admiration: “...*This man is a hero, he’s like Leonardo da Vinci, like Alessandro Manzoni, that have created unforgettable works: he wrote My Way.*”

And then more songs, more unforgettable successes, accompanied by particularly meaningful images that

have represented the Mapei products in the world, projected onto the screen mounted on the stage. A chorus rose for the performance of “Diana”, the true war-horse of Paul Anka, the song that made him become an idol of the teenagers when he was only 16 years old, selling more than 20 million copies all over the world. An ovation arose from the public upon hearing the first notes: many sang, many clapped their

hands in time, while Paul Anka neared to shake hands, greet, hug and celebrate together with the guests. Great emotion was called forth also by the beautiful images that Paul had gathered to recount the most significant moments of his life (like those of Frank Sinatra and Sammy Davis Junior), that followed one another on the screen leaving space also to moments of great intimacy between Paul and his five beautiful daughters: Amelia, Anthea, Alicia, Amanda and Alexandra. “*I have known Mapei for many years;*” then declared the artist. “*Dr. Squinzi and his wife have also recently come to Las Vegas to attend one of my concerts and on that occasion they asked me to perform here for their guests.*” The success of the evening demonstrated that the songs of Paul Anka are destined to remain in the history of music. From the beginning to today the famous artist has recorded as many as 124 albums, with 15 million copies sold and over 3 million alone of the Italian song “*Ogni volta.*” Many have been his memorable successes of the 50’s, among which we remember “*Put Your Head On My Shoulder*” (among the most applauded also during the evening organized by Mapei), “*You Are My Destiny*”, “*Lonely Boy*” and “*Puppy Love.*” This year for Paul Anka has truly been special: he celebrated his 45<sup>th</sup> anniversary of successes in the show business, and he performed in his native town, Ottawa (Canada), in which he had not sung for more than 20 years. In the past he has been called to perform at the White House and before numerous heads of state all over the world, and the French government bestowed him the title of Knight of the Order of the Fine Arts. Today Paul Anka continues to travel the world on tour, with a strong international following that shows no sign of weakening, just as in Italy. The enthusiasm that he inspired in Bologna, on the other hand, leaves no doubt on the subject. Paul, return soon... and besides you said it as well: “*Mapei is my way*” and the Italian public, together with others, is waiting for you.