



## CEE-ing the stars of the future

Central & Eastern European Under-19 Top Teams!

Prague 24-31 July 2013



### PRESS RELEASE

#### **ACCLAIMED ITALIAN SCULPTOR, CHRISTIAN LORETTI, SUPPORTS THIS YEAR'S GENERALI CEE CUP**

**Prague, 18<sup>th</sup> June, 2013** The organising committee of the **GENERALI CEE Cup**, the annual youth football tournament that takes place in Prague each year and runs from Wednesday, 24<sup>th</sup> July, for one week, has today announced a new initiative for this year's final; a specially made trophy by the acclaimed young Italian sculptor, Christian Loretti.

The trophy will be made out of wax and held in a bronze casting bracket, and will embody the strength, rhythm and freedom of the athletes by using a combination of broken lines and curves. The sharp point, the flight of the athlete using his arms as wings whilst stretched in tension towards the sun/world/ball that dominates the work, reveals the magical symbol of victory.

In addition to the winner's trophy, the sculptor is also designing the medals for the first, second and third placed team and the plaques for the first, second and third best players - best goalie, best scorer and best player overall.

Talking about this latest initiative, Roberto De Blasio, Chairman of the Organising Committee said:

*„We wanted to produce a really special trophy for this year's winners, and felt that having something made just for the competition would be a great new initiative. Since we are very proud of our logo, which we think perfectly denotes what the competition stands for, we thought that a sculpture along similar lines would be a great concept, and judging by the first mock-up of the trophy, the sculptor has managed to convey all of the messages that we wanted.“*

The Master, Christian Loretti, was born in 1977 in Foggia (Italy) and is a graduate of the Academy of Fine Arts in Foggia with a specialization in sculpture. He is also a professor of mat materials, artistic anatomy, techniques of molding, types of new materials and sculpture. Even at his young age he has already overlooked the national art scene, with projects destined for permanent exhibition in public spaces in various Italian cities. His artistic influences are the Italian sculptors of the late twentieth century, and he works mainly in bronze and aluminium. He draws inspiration for his sculptures mainly from nature in order to create works that can be exposed in public places and are accessible and easy to read for everyone.

The organisers of the GENERALI CEE Cup plan for this year's trophy to be the model for future years; each year, a similar trophy will be produced along the lines of this first edition.

The GENERALI CEE Cup focuses on "Respect", "Fair Play" and "Competitiveness", all of which are very important for today's youth players. The final game of the **GENERALI CEE Cup** will be broadcast on **TV Eurosport**.

Ends.



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For more information please contact:

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**Notes for Editors:**

**The GENERALI CEE Cup** is an international tournament for top Central & Eastern European (CEE) youth football club teams, that had its first edition in 2011. Since then the tournament goes from strength to strength and now attracts some of the leading youth teams in Central & Eastern Europe as well as elsewhere. The tournament focuses on „Respect“, „Fair Play“, and „Competitiveness“. The GENERALI CEE Cup is the perfect opportunity for tournament visitors, managers and other interested spectators to see the football stars of the future.

[www.ceecup.eu](http://www.ceecup.eu)