

PROJECT:

Singing Saturday. Estonian pavilion in Shanghai Expo 2010

Challenge 1: How to introduce our culture of their way to inspire people who do not yet know much about Estonia?

Challenge 2: How to organize a series of attractive events, which would keep the tension up every night, a half a year?

Budget: Less than 0.5 million Estonian kroons (to send one choir to Shanghai costs about million kroons).

Challenge 3: However, which could be carried out in one event at a price?

Strategy: A unique cultural event.

Starting points: Estonia's visiting card is the choir singing. To sing karaoke is very popular in Asia.

Solution:

Choral singing karaoke. Estonian, English and Chinese. By the possibility of their online listening.

Result:

Within half a year 100 000 participants.

Probably the world's biggest singing of karaoke.

Reflected:

More than half a hundred releases in the international press.