

Pichon Baldinu

De la Guarda



“ I saw an opportunity to create a new kind of theater experience. ”

COUNTRY	Argentina
INDUSTRY	Consumer Goods & Services
YEAR SELECTED	2000
WEBSITE	www.delaguarda.com

COMPANY SNAPSHOT

De la Guarda (“Guardian Angel”) is an alternative theatre group which created a new form of theatre that brings live entertainment to a completely new level. There is no stage and no dialog, but lots of music and action that involves and captivates the audience.

Comparable to Cirque du Soleil, which re-invented the circus, De la Guarda helped redefine the boundaries of theater. Its landmark show, “Villa Villa,” premiered in New York and went on to play in cities including London, Las Vegas, Amsterdam, Madrid, Athens, Istanbul, and Moscow.

In 2004, Pichon served on the creative team behind the Disney musical “Tarzan,” and continues to participate in numerous creative theater ventures.

ENDEAVOR AND DE LA GUARDA

In addition to the global eMBA program, Pichon benefited from support of the local VentureCorps in such areas as legal contracts and financials.