



Opera
Education

REACHING NEW AUDIENCES



OPERA EDUCATION, AN OPERA PLATFORM FOR YOUNG AUDIENCE

INTERACTIVE OPERA SHOWS
WITH ACTUAL **PARTICIPATION** OF THE AUDIENCE
SINGING **CHOIRS** AND WAVING **PROPS**

PARENTS AND CHILDREN **TOGETHER**
OPERA FAMILY

EUROPEAN **COPRODUCTIONS** AND WORLDWIDE
START UP - EX. ROYAL OPERA HOUSE MUSCAT

SPECIFIC PERFORMANCES
FOR EACH **AGE**

A **PRACTICAL APPROACH** TO OPERA
WORKSHOPS FOR TEACHERS AND STUDENTS
E-LEARNING

EVERY YEAR **150.000** STUDENTS, **4.500** TEACHERS, **30**
DIFFERENT CITIES ARE INVOLVED



THE PLATFORM PROJECTS



6-15 YEARS OLD

Opera
domani...

AN **EMOTIONAL** OPERA WITH PROFESSIONAL SINGERS, ORCHESTRA, SETS AND COSTUMES.
THE **AUDIENCE SINGS** SOME ARIAS FROM THE STALLS PLAYING THE ANCIENT ROLE OF THE **CHORUS**

Opera
Baby

0-36 MONTHS

AN **EXPERIENCE** OF MUSIC, SOUNDS AND OBJECTS TO **SHARE** WITH PARENTS

Opera
Kids

3-6 YEARS OLD

A **LILLIPUTIAN OPERA**. A SINGER, AN ACTOR AND A PIANO FOR AN **INTERACTIVE** 40 MINUTES SHOW

Opera
it

15-18 YEARS OLD

A STORYTELLER , THE **MAIN CHARACTERS** AND A PIANO TO GIVE TEENAGERS THE **CONCEPT** OF OPERA
IN A **CONTEMPORARY** CONTEST

OPERA BABY

OPERA BABY AN EXPERIENCE OF MUSIC

INTERCATIVE SHOW FOR CHILDREN
0-36 MONTHS AND **FAMILIES**

**YOUNG AUDIENCE ENJOYS THE SHOW
THANKS TO THE SOUNDS OF EVERY DAY LIFE
OBJECTS**

**THE FIRST 2015 EDITION IS DEDICATED
TO EXPO MILAN 2015**

**NUMBERS:
20 SHOWS, 800 CHILDREN, 200 ADULTS**



UNDER 30

HOW TO REACH YOUNG AUDIENCE

THE THEATRE **CHANGES FOR A NEW
SPECIAL AUDIENCE, CREATING A
DIFFERENT ATMOSPHERE**

TICKETS WITH **DRINK AND **POST-SHOW**
WITH MUSIC**



****PROMOTIONAL** CAMPAIGN ON SOCIAL MEDIA WITH SPECIFIC
HASHTAGS**



****TARGET** 20-35 YEARS OLD**



UNDER 30

NEW COMERS FIRST SERVED

**YOUNG TO YOUNG, OPERA PREMIERE
RESERVED FOR UNDER 30 AND DJ-SET**



**SPECIFIC SOCIAL MEDIA CAMPAIGNS
FOR THE DON GIOVANNI
BY GRAHAM VICK PREMIERE**

CONCERT AND VIDEOMAPPING 9-5-2015

WHERE **CLASSIC** AND
CONTEMPORARY MEET FOR EOD 2015



CONCERT WITH THE WINNERS OF
THE INTERNATIONAL COMPETITION
FOR YOUNG OPERA SINGERS OF
EUROPE 2015



PERFORMANCE OF **VISUAL ART**
AND **ELECTRONIC MUSIC** BASED ON THE FACADE
OF THE OPERA HOUSE
INTERDEPENDENCE BETWEEN **VISUAL** LANGUAGE
AND **MUSICAL** LANGUAGE
USE OF A SOFTWARE FOR **LIVE COORDINATION** OF
THE TWO LANGUAGES

UNDER 30

BEYOND OPERA

**DESTRUCTURING THE OPERA HOUSE
FOR A NEW AUDIENCE**



OPERA OUTDOORS

FROM THE OPERA HOUSE
TO THE **CITY STREETS**
THROUGH **FLASMOBS** AND **SOCIAL MEDIA ACTIVITIES**
SUCH AS FACEBOOK AND TWITTER CAMPAIGNS
INVOLVING THE **COMMUNITY** FOLLOWERS



**DON GIOVANNI BY GRAHAM
VICK**

COMMUNITY ACTIVITIES:

**CREATION OF DONNA ANNA FANPAGE
ON FACEBOOK DURING THE TOURNEE**

**FLASHMOB WITH DONNA ANNA
DON GIOVANNI 2014
BY GRAHAM VICK**

OPERA OUTDOORS

FROM THE OPERA HOUSE
TO THE **CITY STREETS**
THROUGH THE **EUROPEAN OPERA DAYS**
CELEBRATING OPERA AND MUSIC



EUROPEAN OPERA DAYS 2014, JOURNEY TO OPERA

AN OPERA FOR THE CITY A CITY FOR THE OPERA 200.COM PROJECT

**CITIZENS FROM 12 COUNTRIES
7 TO 85 YEARS OLD PARTICIPANTS
BECOME
PROTAGONISTS
THROUGH
CASTING
WEEKLY WORKSHOPS
REHARSALS
UNTIL THE PREMIERE**



AN OPERA FOR THE CITY A CITY FOR THE OPERA 200.COM PROJECT

THE **AUDIENCE** ACTIVELY **PARTICIPATES** TO THE SHOW

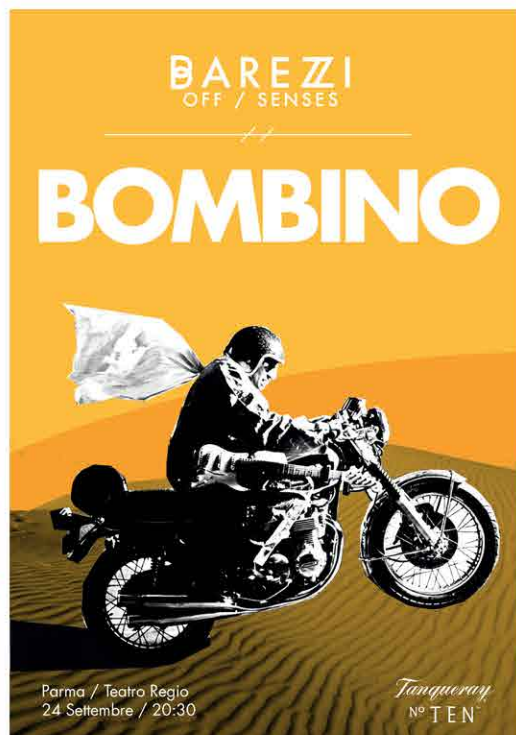
VIVA IL VINO SPUMEGGIANTE!
MAKE A **TOAST** WITH COMPARE TURIDDU



FROM THE TRADITION TO A NEW AUDIENCE...OTELLO GOES TO BOMBINO

FESTIVAL VERDI 2015

PRODUCING 3 **NEW OPERAS** WITH BRAND NEW SETTINGS AND A **SPECIFIC PROGRAM** WITH **MEETINGS** AND **ACTIVITIES** FOR **YOUNG STUDENTS** AND **SCHOOLS**



Barbara Minghetti, May 2015