

**INVOLVING ARTISTS  
IN EDUCATION  
PROGRAMMES**  
*or Lucrezia's True Story*

**by Michela Mannari and Lisa Navach**

Opera Europa Conference  
20 November 2015  
Bucharest

# COMPETITION FOR YOUNG OPERA SINGERS OF EUROPE

Founded in Milan in 1949 by Giovanni Treccani degli Alfieri



## MISSION:

guiding young talented students through **experimental theatre**  
transforming education into a **true vocation**, more than a simple craft



## WINNERS OF THE PAST:

Luis Alva, Carlo Bergonzi,  
Piero Cappuccilli, Mirella  
Freni, Nicola Martinucci,  
Paolo Montarsolo, and...

Katia Ricciarelli, Renata  
Scotto, Simone Alaimo,  
Daniela Dessì, Ambrogio  
Maestri, Michele Pertusi,  
Giuseppe Sabbatini



180 candidates every year

18-32 years old

-Opera for roles (European citizenship):  
Mainstage productions + Opera Education projects

- Emerging voices (all Nationalities)

WHICH PRIZE ?







# A YEAR WITH ASLICO

Training Programme + Scholarship; Flashmobs, EOD, Concerts, Press Conferences, ...





Opera Education, Pocket Opera  
Summer Festival, Mainstage Opera Season

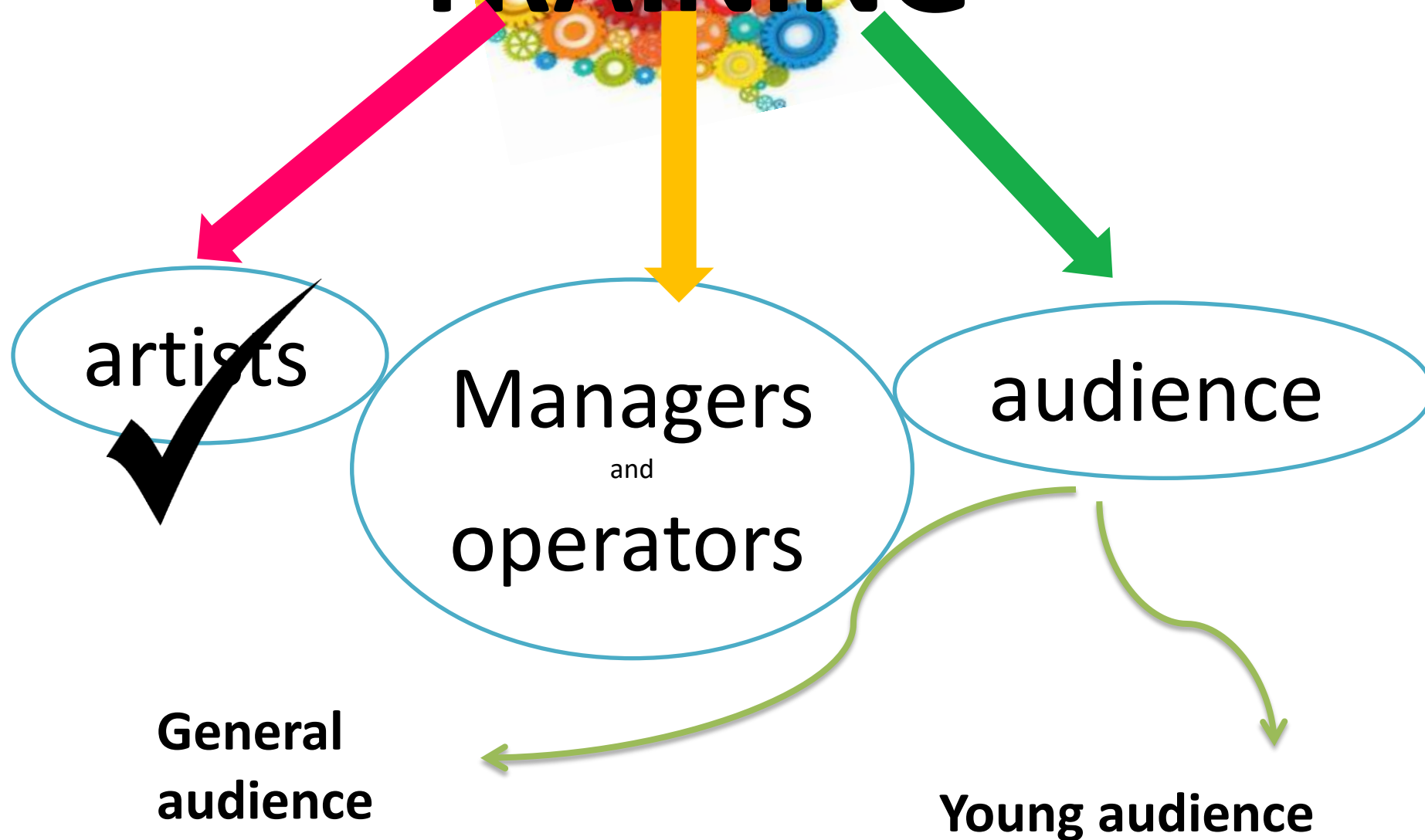


**PROFESSIONAL  
DEBUT**





# TRAINING



# Managers and operators

## Challenge

**for young operators**  
stage managers,  
orchestra managers,  
technicians...

**for experienced  
managers**  
unconventional  
venues, methods,  
people





audience

GENERAL AUDIENCE



mainstream repertoire

VS



Theaterregie

# 200.com

1

a participative opera for the city (July 2013)



## Così fan tutte *social*

(Sept 2016)

2



3



TEATRI  
DONIZETTI BERGAMO  
GRANDE BRESCIA  
SOCIALE COMO  
PONCHIELLI CREMONA  
FRASCHINI PAVIA

## OPERA OGGI

European Competition for a new Opera (Sept 2017)

YOUNG AUDIENCE

# Opera Education



ORCHESTRA  
IN GIOCO

12-15 years

# Opera domani...

6-14 years

# Opera Kids

3 – 6 years

# Opera 11

15-18 years

# Opera Baby

0-36 months





# Opera Education



Interactive opera shows for  
**young audience** and **families**

Audience enjoys opera thanks to a didactic  
training programme

Workshops  
at school

Workshops  
with **teachers**

E-learning



Call to action

Workshops  
for families

# Opera domani...

A project created in Italy to put in touch young audience with opera.

**50 artists involved each year for:**  
7.000 students  
6 cities  
15 performances  
**(1997, I edition)**

**And for:**  
100.000 students  
20.000 families  
26 cities in Italy  
120 performances  
**(2016, XX edition)**



**And beyond**

**at Royal Opera House Muscat (April 2015)**

**BALANCE** between outreach activities and *pure* artistic career?

What does *pure* career mean?

Which is the role of the artist today?

[OPERA on TV](#)

[OPERA on TV](#)



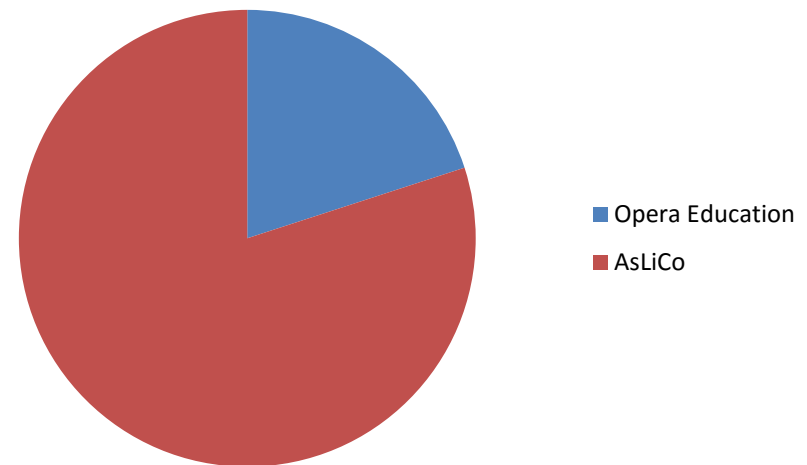


# HOW do we manage EP?

Opera Education department (3 stable people + 15 experts and workshop leaders + 1 trainee ) is fully **independent**, with its own budget. It reports **directly to the president** , but just for education matters. Close cooperation with all sectors: production, artistic, administrative.

Communication is more independent

- 1,2 mln €  
(AsLiCo's total is 5 mln)



LUCREZIA'S point of view