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Conservatorio
Santa Cecilia

Michelangelo Galeati, Conservatorio Santa Cecilia
AEC Congress and General Assembly 2019
8th November

CREATIVE EUROPE PROGRAMME

CULTURE COOPERATION PROJECTS – Small scale

Priority 1 - Promote the transnational mobility of artists and professionals with a view to enabling them to cooperate internationally and to internationalize their careers;

Priority 2 - Strengthen audience development as a means of improving access to European cultural and creative works and tangible and intangible cultural heritage and extend access to cultural works to Under represented groups.

Priority 3 - Foster capacity building through innovative approaches to creation, develop and test new and innovative models of revenue, management and marketing for the cultural sectors, in particular as regards the digital shift, and developing new skills for cultural professionals.



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OBJECTIVES OF OPERA OUT OF OPERA!

Objectives

1. Creating and experimenting an innovative artwork to bring Opera closer to younger people, reducing its logistic and economic impact.
2. Developing, using digital technology, an interactive system to help spectators understand the performance through real time translations, providing basic knowledge of Opera and actively involving them.
3. Experimenting an easily replicable “live performance”, to outreach the public in non institutional places.
4. Effectively communicating the project vision, objectives and outputs.



Work Packages and Coordinating Partners



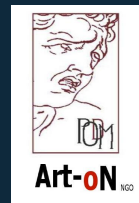
- WP1 – MANAGEMENT



- WP2 - COMMUNICATION AND DISSEMINATION



- WP3 – AUDIENCE DEVELOPMENT



- WP4 – CO-CREATION



- WP5 – ITINERANT OPERA



MANAGEMENT



Conservatorio
Santa Cecilia

- ESTABLISHMENT OF THE MANAGEMENT STRUCTURE OF THE PROJECT

Steering Committee: general project coordinator (LP) + local project coordinators appointed by project partners.
1 financial manager (LP).
- PERIODICAL ASSESSMENT/MONITORING OF PROJECT INDICATORS (OUTPUT/RESULTS) 2 interim + 1 final
- MANAGEMENT OF THE RELATIONSHIP WITH THE CONTRACTING AUTHORITY (LP)

CO-CREATION

Transnational Co-creation definition

2 transnational working groups (Athens and Salzburg):

- **identifying the opera/s** to be performed: the most famous arias of the repertoire!
- **reducing size** of the score and minimize secondary characters on stage,
- **reducing orchestra scores** by reducing the number of required musicians/parts
- **foreseeing the parts for the audience involvement** (different options that will be given to the audience to be co-creators of the performance).



UNIVERSITÄT
MOZARTEUM
SALZBURG

CO-CREATION



Call for digital artists

AIM: to select digital art enterprises for digital scene

- 1) Common guidelines
- 2) Translation and dissemination of the call
- 3) Internal committee

Artistic Residence

Artists from 4 Countries (Italy, Austria, Spain and Greece): conductor, stage director, stage director assistant, scenographer, korrepetitor, singers, 28 musicians (6 internationals and 22 locals), digital art company, 3 days of intense rehearsals

AUDIENCE DEVELOPMENT



Art-ON NGO

Act. 3.1 Audience Development analysis and strategy

A short and fast questionnaire (Google or SurveyMonkey) distributed among university students, university associations, youth associations and cultural associations allowed partners to collect the input of the audience and to re-elaborate it in a strategy to be implemented through the events and the APP.

Implementation plan for audience development strategy:

- the needs
- channels to reach the audience
- time range and suggestions for the successful implementation of the events
- expectations
- suggestions for keeping the audience involved after the performances.

AUDIENCE DEVELOPMENT – the APP

Act. 3.2 APP

The APP gives answer to the following needs:

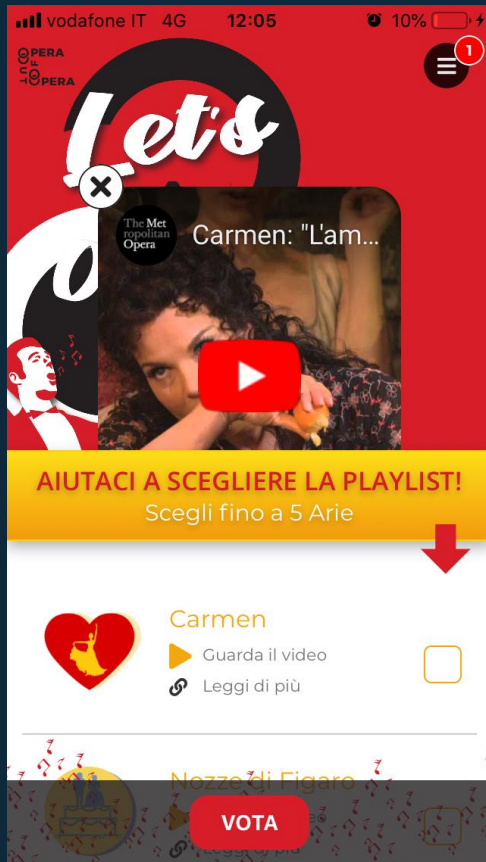
- > Need of understanding
- > Need of active participation and change of attitude in the audience.

O.O.O.APP includes:

- Texts translated into national languages
- Summaries
- Links to Wikipedia and Youtube excerpts
- Libretto
- **interaction section in real time**, allowing the audience to choose between different scenarios
- Feedback questionnaire

These functionalities will actively influence the show performance and, at the same time, **give to the audience the opportunity to act as co-creator.**







ITINERANT OPERA



Open itinerant performances in unconventional spaces

ROME: 6 and 7 September 2019 – Fiumicino Airport and Rome City Centre

ATHENS: 20 September 2019 - Seaside

PAMPLONA: 29 February 2020 – Historical Palace

SALZBURG: 6 March 2020 – Shopping Mall



COMMUNICATION and DISSEMINATION

Timeframe: October 2018 – April 2020

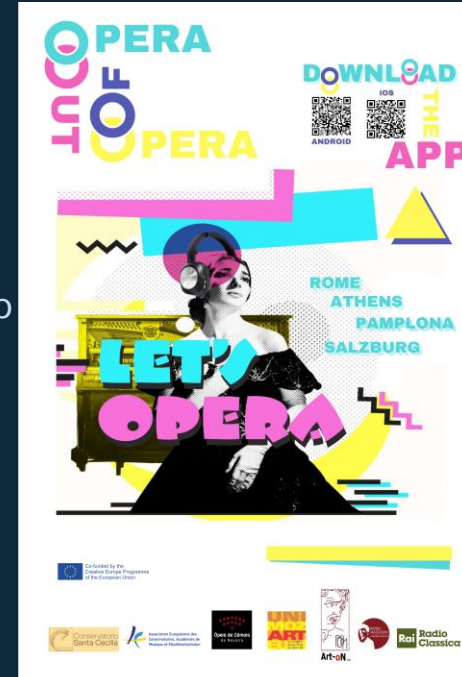
Definition and Implementation

- OBJECTIVES

- To promote the project and EU support
- To promote the events, AD strategy and app
- TRANSNATIONAL and LOCAL!

- ACTIVITIES

- Project Communication Strategy
- Visual Identity: Captivating!
- Local Communication Plans
- Strong use of Social Media



COMMUNICATION and DISSEMINATION



Opera out of Opera

Opera out of the Opera, is an audience development project, that will last from September 2018 to April 2020. It is carried out with funding from the Creative Europe Programme.



Opera out of Opera aims and objectives

The project will be focused on audience development, bringing Opera out of the Opera, spreading its knowledge and developing new public (young people). It will combine in an innovative way live electronics, virtual environments, animated backgrounds with traditional representations and performances, with the aim of creating cheap and flexible representations that can easily be transported and replicable, realizing real-time animations and subtitles.

During the project implementation, partners will define non-traditional location and open air spaces.

Scores will be adapted:

- Reducing orchestra scores by reducing the number of required musicians and introducing potential computerised instrument in support (bells, woodwinds, percussions in general... big size instruments). In this way the orchestra will be more flexible and movable, reducing costs and logistic impact.
- Reducing the length of the Opera by making cuts and synthesis, simplifying music interventions, realizing medley also in non-original languages or in more languages.

Opera out of Opera partners

The project is coordinated by the Conservatorio Santa Cecilia (Rome, Italy) and the project partners:

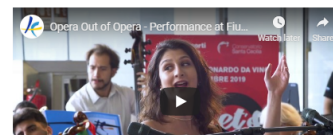
- Chamber Opera Association of Navarra (Pamplona, Spain)
- Mozarteum University (Salzburg, Austria)
- ART-ON Petite Opera du Monde (Athens, Greece)
- Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen - AEC (Brussels, Belgium)

AEC's role in Opera out of Opera

AEC will be the leader of the Communication and Dissemination Work Package, and will:

1. Take care of the transnational promotion of the project
2. Organize networking activity with other initiatives, networks or projects
3. Organize a dissemination event in connection to the AEC events 2019 in Prague and Turin
4. Have a dedicated project page on the AEC website
5. Promote the project on its Social Media (Facebook, YouTube channel)
6. Design a project logo
7. Organize one international event

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COMMUNICATION and DISSEMINATION

Timeframe: October 2018 – April 2020

3. Networking

• OBJECTIVES

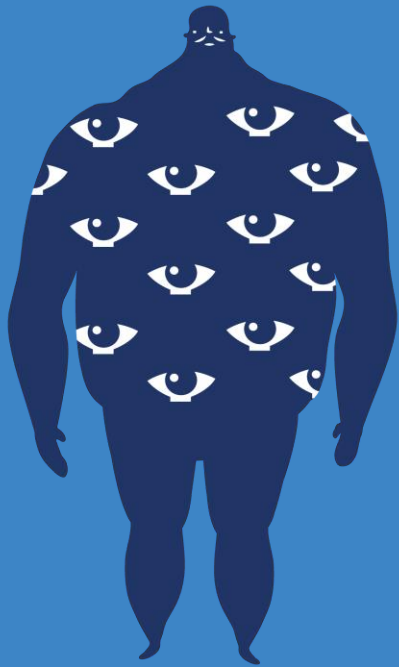
- To create synergies with other networks/projects in the field of opera

• ACTIVITIES

- Clustering with other EU projects
- Network's exploitation
- Dissemination at AEC Events in Prague and Turin

- Opera InCanto
- Opera Vision
- ENOA Young Opera Makers
- European Opera Academy
- Young@Opera Operosa
- AEC SMS
- Opera Europa





Thanks!

Any questions?