



REPORT

FESTIVAL VERDI VERDI OFF 2023



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Festival Verdi and Verdi Off are realized with the contribution of



Media partner



Main partner



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Sponsors



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With the support of



Legal counselling



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Teatro Regio di Parma joins



Scientific partner



Artistic and institutional partners



Special thanks to





Gala Verdiano

The Festival Verdi Report represents a fundamental communication and reporting tool for institutions, stakeholders as well as the entire community. At the same time, the Report provides fundamental support for the planning and verification of all projects connected to the Festival, thanks to a transparent reading of aims and results, allowing a periodical strategy adjustment process for the future.

Such an in-depth analysis is possible thanks to the scientific support of the Osservatorio Permanente of Università di Parma, coordinated by professors Isabella Mozzoni of the Department of Disciplines humanities, social sciences and cultural enterprises (Dipartimento di Discipline umanistiche, sociali e delle Imprese culturali) and Giulio Tagliavini of the Department of Business Economic Sciences (Dipartimento di Scienze economiche aziendali).

The quick identification of significant indicators, and their constant updating with new elements, allow us to study their evolution over time and to relate them to changes in context, returning extremely significant data such as the SROI index (Social Return of Investment), consolidated at 3.1 notwithstanding the presence of fewer resources.

The 2023 Report shows an increasingly greater attention to the impact assessment of Festival Verdi and Verdi Off, exploring the perception of both the public and the professional operators. Such a report has implemented two new measurements: the level appreciation of the works by Teatro Regio, which has us rewarded with a rating of 4.25 out of a maximum of 5, and the social impact of the Verdi Off shows, outlining an intense emotional depth in the feedbacks.

I thank the workers of Fondazione and all the collaborators who contributed to the collection and processing of data, showing renewed awareness and stimuli for such a commitment towards an ever greater role of Teatro Regio di Parma, constantly dealing with the new cultural challenges of contemporary society.

Luciano Messi

Superintendent of the Teatro Regio di Parma

Parma, Inner City

September 16

VERDI STREET PARADE

Teatro Regio di Parma

September 21, 29; October 7, 15

I LOMBARDI ALLA PRIMA CROCIATA

Teatro Giuseppe Verdi di Busseto

September 22, 30; October 8, 14

FALSTAFF

Tutto nel mondo è burla

Palazzo Ducale

September 24; October 1, 8, 15

MEZZOGIORNO IN MUSICA

Teatro Regio di Parma

September 23

MESSA DA REQUIEM

Teatro Regio di Parma

September 24; October 1, 5, 12

IL TROVATORE

Teatro Regio di Parma

September 27

FUOCO DI GIOIA

Teatro Girolamo Magnani di Fidenza

September 28; October 6

NABUCCO

Concert form

Teatro Giuseppe Verdi di Busseto

October 1

CONCERTO CORALE



Teatro Regio di Parma
October 3

CANDLELIGHT

Parma, Wopa
October 8

OTELLO CIRCUS

Teatro Regio di Parma
October 10

GALA VERDIANO

Parma, Wopa
October 11

OPERA CRIME

Teatro Girolamo Magnani di Fidenza
October 11

RECITAL VERDIANO

Teatro Giuseppe Verdi di Busseto
October 13

CONCERTO LIRICO SINFONICO

Teatro Regio di Parma
October 13

LETTERALMENTE VERDI

Teatro Regio di Parma
October 16

ACCADEMIA VERDIANA GALA





I Lombardi alla prima Crociata

QUALITY OF THE ARTISTIC AND CULTURAL PROPOSAL

- ✓ Renewed and strengthened collaboration with Istituto Nazionale di Studi Verdiani in order to guarantee a rigorous scientific approach to the project.
- ✓ Adoption of critical editions of scores and promotion of new ones.
- ✓ Selection of performers and creative teams of the highest level.
- ✓ Diversification and innovation of the artistic proposal.

VALORIZATION OF EMERGING CREATIVITY

- ✓ Extensive artistic involvement of under-35 interpreters and creative teams.
- ✓ Investment in artistic and professional education in order to support new generations of singers (Accademia Verdiana) and creative talents (Haute Couture Course).

INTERNATIONAL REPUTATION OF THE FESTIVAL

- ✓ Advanced planning and international promotion according to the calendars of the major tour operators.

ENVIRONMENTAL SUSTAINABILITY

- ✓ Shuttle service available for our audience.
- ✓ Diversification of communication and promotion tools with a 85% reduction of printed materials in the last 5 years.
- ✓ Selection of suppliers providing corporate certifications of environmental sustainability.

ECONOMIC SUSTAINABILITY

- ✓ Careful evaluation of resources in relation to the artistic project to optimize the management's efficiency.

SOCIAL SUSTAINABILITY

- ✓ Inclusion and cohesion between our Institution and our Territory.
- ✓ Attention to fragile communities.
- ✓ Shared programming with local municipalities as well as inclusion of the more peripheral centres.
- ✓ Launch of Manifesto Etico del Teatro Regio di Parma.

A BROADENED AUDIENCE

- ✓ Diversification of the offer with transversal shows aimed at different targets.
- ✓ Strengthened connection between the calendars of Festival Verdi and Verdi Off in order to facilitate the participation to both festivals.
- ✓ Co-planning of activities dedicated to different communities.

Falstaff
Tutto nel mondo è burla



Places

5 Teatro Regio
Teatro Verdi
Teatro Magnani
Wopa
City centre of Parma

Titles

15 Opera
Concerts
Shows
Meetings

Reruns

55 Opera
Concerts
Shows
Meetings

Artists

478 Staff
Singers
Conductors
Creative teams
Artists of the Choir
Orchestra members
Répétiteurs
Mimes and dancers

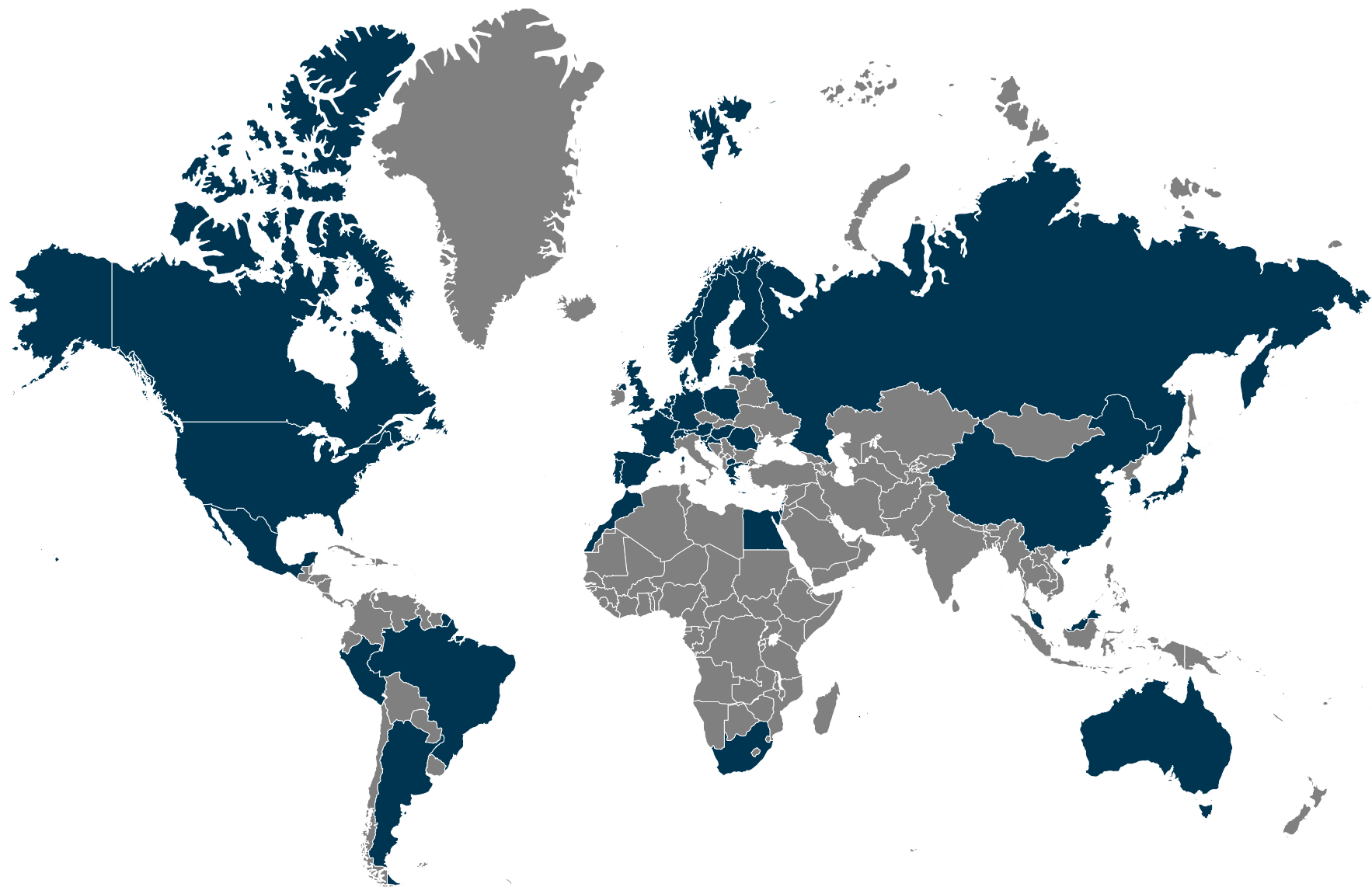
Staff

204 Propmen, Electricians,
Carpenters,
Audio engineers,
Machinists, Hair stylists,
Tailors, Set designers,
Make-up artists,
Administrative personnel,
Hall personnel

Total
682
Male
373

Under35
212
Female
309





Europe Austria, Belgium, Croatia, Denmark, Slovenia, Finland, France, Germany, Latvia, Luxembourg, Holland, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Greece, Hungary, UK, Macedonia **Asia** South Korea, China, Japan, Hong Kong, Israel, Singapore, Russia
Africa South Africa, Morocco, Egypt **America** Argentina, Peru, Brazil, Canada, Dominica, Mexico, USA **Oceania** Australia

**TOTAL****19,065**

of which 2,037 Under30

2022 **18,342**2021 **6,955**2020 **7,861**2019 **26,353****LOCAL**

Province of Parma

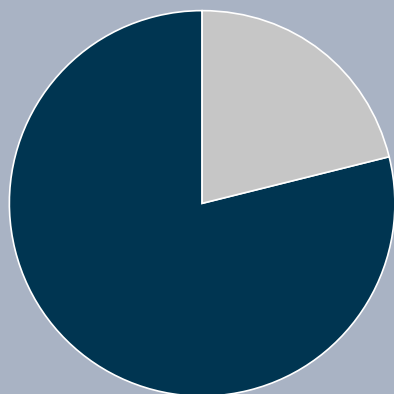
56.5%2022 **59%**2021 **68%**2020 **94.7%**2019 **40.56%****FOREIGN**

Outside the Province of Parma

43.5%2022 **41%**2021 **32%**2020 **5.3%**2019 **59.44%****Foreign spectators: 1 on 4**

TEATRO REGIO DI PARMA

*I Lombardi alla prima Crociata,
Il trovatore, Messa da Requiem*



78.8%

2022 **72.8%**

2021 **71.4%**

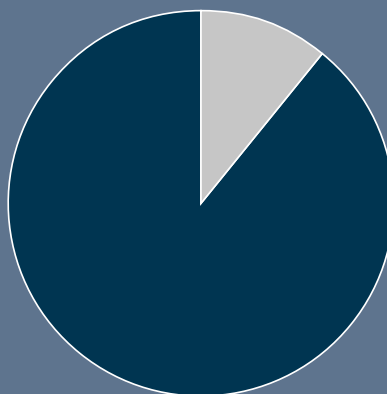
2020 **61%**

2019 **84.6**

Capacity per performance Spectators
1150 X 9 = 10350 8154

TEATRO GIUSEPPE VERDI DI BUSSETO

*Falstaff
Tutto nel mondo è burla*



89%

2022 **74.5%**

2021 -

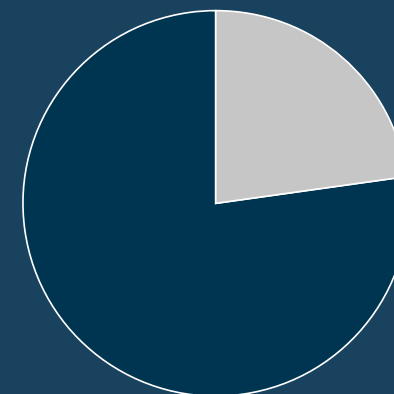
2020 -

2019 **85.6%**

Capacity per performance Spectators
308 X 4 = 1232 1096

TEATRO GIROLAMO MAGNANI DI FIDENZA

*Nabucco
Concert form*



77.2%

2022 **81.7%***

2021 -

2020 -

2019 -

Capacity per performance Spectators
378 X 2 = 756 584

* In the 2022 edition, Il trovatore was set in its recitative form for 4 performances



This year, for the first time, we monitored the satisfaction rate of the audience through a questionnaire submitted to any willing spectator on the occasion of the performances of the two operas staged at the Teatro Regio *I Lombardi alla Prima Crociata* e *Il Trovatore*.

The questionnaire represented a first experiment to test the audience's availability as well as the technology used for data collection and analysis. The aim is the creation of a database, always more complete and detailed, useful to identify aspects of the Festival which can be adjusted to offer an increasingly engaging and satisfying experience.

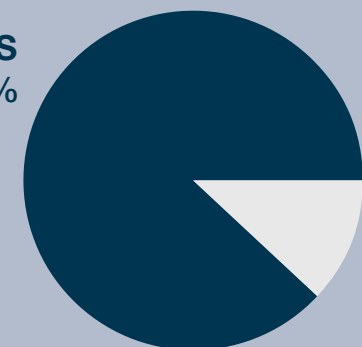
EXPERIENCE APPRECIATION DEGREE



4.25

WAS THE EXPERIENCE WORTH THE TICKET PRICE?

YES
88%



NO
12%

INTERVIEWED SPECTATORS

786

Origin

88% Italy

12% Foreign

Age

10% <30

18% 30-50

72% >50



Il trovatore



€ 836,592

2022 € 875,760

2021 € 279,803

2020 € 144,307

2019 € 1,434,150

Gross income

19%

17%

9%

7%

26%

What percentage
of the income
managed to cover
direct costs?

HOSPITALITY MARKET

data collected by Centro Studi Ascom Parma

FESTIVAL VERDI
REPORT 2023

20

Monitored by Centro Studi Ascom Parma during Festival Verdi in relation to the main accommodation facilities in the city and surrounding centres, the **hospitality market** recorded an **attendance increase of 6.3%** when compared to 2022, with **1,583 further rooms sold** and a **revenue increase of 11%**.

Reservations

88.6% on the total
of available rooms

Reserved rooms

26,706

Revenues

€ 2,884,248



Analysis of the results of the Tour Operator Partner Parma Incoming highlights, in relation to own business, an **increase** with a **increase in customers** - Italian and foreign - **of 91%** compared to 2022, which has led to the doubling of the related activities, including expenses for services and extra expenses.

Clients

555

Italians
and foreigners

Overnight stays

4.7 NIGHTS

Tickets sold
by Parma Incoming

1,416

334
Swiss79
USA245
Oceania63
Belgium207
Germany48
Austria103
Italy44
Finland179
Spain20
Japan84
IrelandService charges provided
by Parma Incoming

€ 1,500

average expenditure per capita

Other expenses

€ 600

average expenditure per capita

- Restaurants
- Shops
- Museums
- Other goods and services not provided by Parma Incoming

Induced

€ 1,1M



All events programmed by Festival Verdi and Verdi Off are promoted also through traditional advertising tools and materials (both paper and street adv). The increasing attention to environmental and energetic sustainability has led to reconfirm practices such as selecting suppliers with **FSC certification** (Forest Stewardship Council).

Such parameters limit the use of printed materials, strengthening at the same time the use of digital media, creating a greater contact capacity and less environmental impact.

**Materials produced
and distributed on a yearly basis**

20,000

Brochures, Booklets, Programmes, Postcards, Bookmarks,
Posters, Totems, Banners, Planks, Roll-ups

-85%
of printed materials in 5 years

Journalists reached

600

Accredited journalists

140 111 Italian
29 foreignPublished articles and
radio/television broadcasts

1,284

Publications

276 242 Italian
34 foreign

Among which Ansa, Corriere della Sera,
La Repubblica, Il Sole 24 Ore, Avvenire,
La Gazzetta di Parma, Classic Voice,
L'Opera, Oggi, Famiglia Cristiana,
Il Paese, Oper!, RSI, Opera Uk,
Scenes magazine, operawire.com,
scherzo.es, operatraveller.com

Per un pubblico da intercettare e coinvolgere
Sole 24 ore, 10/09 - Carla Moreni

Il festival non solo ci fa conoscere luoghi insoliti,
ma ne crea dal nulla ...
Sole 24 ore, 10/09 Angelo Curtolo

Un evento unico al mondo. Solo Verdi in nome di Verdi
Amadeus 06/07

Per i *Lombardi*, uno spettacolo elegante e raffinato
Repubblica.it 22/09 Mauro Balestrazzi

I Lombardi: semplice perfezione.
Pizzi firma uno spettacolo ineccepibile. Grande cast
Gazzetta di Parma 22/09 Lucia Brighenti

L'inaugurazione si è distinta per la fondamentale
comunanza d'intenti fra palcoscenico e podio ...
dieci minuti di applausi e bilancio più che positivo.
apemusicale.it 22/09 Roberta Pedrotti

La direzione di questi *Lombardi* è esemplare.
Lastampa.it del 22/09 Alberto Mattioli

Quattro fuoriclasse al Regio di Parma
per il progetto Viva Verdi
Repubblica.it, 11/10 Mauro Balestrazzi

Une mise en scène simple, astucieuse, de bon goût
premierelege-opera.com 03/10 Stéphane Lelièvre

Un'edizione dai molti meriti
e assolutamente vincente...
delteatro.it del 19/10 Davide Annachini

(*Lombardi*) Une mise en scène claire
comme un roman-photo, toile de fond
pour l'investissement lyrique de la distribution
olyrix.com 23/09 Mark Everist

Parma: parata di stelle per un favoloso Gala
L'Opera nov 2023 Claudia Mambelli

AVE

€ 3,3 M

2022 € 3,2 M

2021 € 2,3 M

2020 € 1,5 M

2019 € 2 M

Advertising Value Equivalency

What would have been the cost
of an equal amount of adv space?

OTS

293 MLN

2022 366 M

2021 225 M

2020 150 M

2019 150 M

Opportunity to see

How often does the audience potentially
see actual articles and broadcast?

ADV

38

Among which Corriere della Sera, La Repubblica, Il Sole 24 Ore, La Gazzetta di Parma, L'Opera, Classic Voice, Opera Now, La Freccia, Facebook, Instagram

Supplements

4

Corriere della Sera
La Repubblica
Il Sole 24 Ore
La Gazzetta di Parma

Posters & digital

400

Parma, Piacenza, Reggio Emilia, Cremona, Modena, Brescia, Bergamo e Milano, Bologna, Verona e Mantova, Bologna (airport)

TV and digital campaign

3

Mediaset
Youtube
Spotify



Direct investment

€ 266,290

AVE

€ 2,3 M

2022 € 3,6 M

2021 € 3,6 M

2020 € 2,45 M

2019 € 3,9 M

Advertising Value Equivalency

What economic value
does the adv campaign correspond to?

OTS

236 M

2022 264 M

2021 384 M

2020 497 M

2019 665 M

Opportunity to see

How often does the audience potentially see
the actual adv campaign?



Spot
8

5", 10", 20"
Inlogo;
Framed positions
out of break;
Special One Position;
Brand Video

Aired for 42 days
from August 6 to September 16

TV broadcasts
424

Canale 5
Italia 1
Rete 4
Focus, Tgcom24,
Iris, Extra, Canale20,
Top Crime, Cine 34,
Twentyseven

Campaign value
€ 1,62 M

**OF WHICH 54%
ON CANALE 5**

Users reached
218 M

**OF WHICH 54%
ON CANALE 5**



Fondazione Teatro Regio Shop [f](#) [t](#) [i](#) [g](#) [+](#) IT EN Community News 2021 [🔍](#) [🛒](#)

Spettacoli | Festival Verdi | Young | Biglietteria | Calendario | Luoghi | Formazione | Sostieni

Festival Verdi 2023

ACQUISTA L'ABBONAMENTO

PREZZI E BIGLIETTERIA



VERDI STREET PARADE
16 Settembre 2023

FESTIVAL VERDI 2023 [f](#) [t](#) [i](#) [g](#) [+](#)



I LOMBARDI ALLA PRIMA
CROCIATA
dal 21 Settembre al 15 Ottobre
2023

FESTIVAL VERDI 2023 [f](#) [t](#) [i](#) [g](#) [+](#)



FALSTAFF. TUTTO NEL
MONDO È BURLA
dal 22 Settembre al 14 Ottobre
2023

FESTIVAL VERDI 2023 [f](#) [t](#) [i](#) [g](#) [+](#)



MESSA DA REQUIEM
23 Settembre 2023

FESTIVAL VERDI 2023 [f](#) [t](#) [i](#) [g](#) [+](#)



IL TROVATORE
dal 24 Settembre al 12 Ottobre
2023

FESTIVAL VERDI 2023 [f](#) [t](#) [i](#) [g](#) [+](#)



NABUCCO IN FORMA DI
CONCERTO
dal 28 Settembre al 6 Ottobre 2023

FESTIVAL VERDI 2023 [f](#) [t](#) [i](#) [g](#) [+](#)

Views

409,915

Users

91,056

Countries

137

- | | |
|----------------|-------------|
| 1. Italy | 6. UK |
| 2. USA | 7. Spain |
| 3. Germany | 8. Holland |
| 4. France | 9. Austria |
| 5. Switzerland | 10. Belgium |

Average visit duration

1'54"

SOCIAL LISTENING

Network listening and analysis of social media profiles and web pages that have posted on Festival Verdi and Verdi Off (aggregate data).

Mention

2,170

How much were the events discussed?

Posts mentioning the analyzed keywords + all comments

Total reach

365 M

How many interactions did they generate?

Users who interacted with posts through reactions and comments

Sentiment

74.39%
POSITIVE

Which public sentiment characterized the events?

Average score of the public sentiment considering both posts and comments



Teatro Regio di Parma
September 1- October 22, 2023

Followers

65,524

New followers

139

Post and stories

688

Total impression

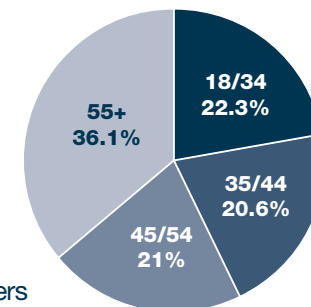
1,200,000

Potential visualizations of the contents.

Total reach

344,200

Potential viewers of the contents counted as single accounts



Age of followers



@regioparma
September 1- October 22, 2023

Followers

24,527

New followers

844

Post and stories

691

Total impressions

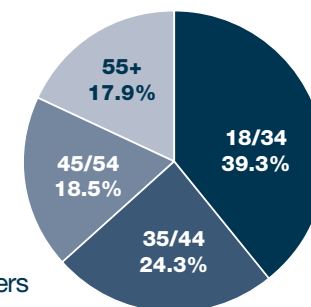
909,000

Potential visualizations of the contents

Total reach

331,200

Potential viewers of the contents counted as single accounts



Age of followers



The contribution of both partners and sponsors of Teatro Regio, Festival Verdi and Verdi Off is essential in order to realize our projects, confirming and increasing the same level of quality, supporting fruition, strengthening the reputation of the Theatre, of Parma itself and of its Territory. All values that will certainly produce positive repercussions in the medium term.

Contributions by partners and sponsors

€ 2,992,506

2022 € 2,976,225
2021 € 2,903,220
2020 € 3,126,890
2019 € 3,775,000

The reconfirmation of private support (compared to 2022) clearly shows the loyalty of the economic sector to the Institution and to its artistic and cultural importance.



Affiliates

102

Expected contribution

\$ 200,000

Founded in 2017, the non-profit organization International Friends of Festival Verdi support overseas Teatro Regio's mission to promote the love for Giuseppe Verdi. The organization has witnessed an intense latest edition of the Festival, whose program was presented in New York last June 15th at University Club, during an exclusive Gala event reserved for 150 selected guests such as relevant figures from finance, publishing and the American entrepreneurship world.

On the occasion of their stay in Parma, the President James Miller and the Board of Directors confirmed their proactive involvement in the promotion and communication projects, spreading the action range of both Festival Verdi and Verdi Off. Furthermore, they also have expanded such a project by planning specific philanthropic actions to support such spectacular forms of national and international social commitment.



CULTURE AND TERRITORY: OPERA EUROPA AT TEATRO REGIO

On the occasion of Festival Verdi, representatives of 20 theatres and festivals from all over the world have taken part at the round table **‘Supporting communities through the arts – an Ethical Manifesto in opera as a tool for social engagement’** organized by Teatro Regio in collaboration with **Opera Europa** (the international organization bringing together theatres and festivals in 44 countries) and **ATIT** - Associazione Italiana Teatri di Tradizione. The round table was the opportunity for an in-depth discussion about the social impact of Culture on communities, taking Culture as a virtuous example at the service of fragilities and the territory the Ethical Manifesto of Teatro Regio. The Manifesto was specifically created to promote integration and social cohesion by involving directly the artists in moments of exchange with the community.

YOUNG ENTHUSIASTS FROM ALL EUROPE

This edition of the Festival also renewed the participation of a group of young European opera enthusiasts from the **Juvenilia** network. 20 under-30 youngsters from Berlin, Milan, Munich, Oslo, Verona, Vienna experienced a weekend in the name of Giuseppe Verdi. Among the activities that have enriched the experience in Parma and in the Festival locations, the Festival organized a visit to the backstage of *I Lombardi alla prima Crociata*, providing moments of sharing and meeting, also on the occasion of Verdi Off shows and concerts.



In addition to the journalistic publications dedicated to Festival Verdi, Radio Tre will broadcast in the coming months **I Lombardi alla prima Crociata**, **Il trovatore**, **Falstaff**, **Nabucco** and **Gala Verdiano**.

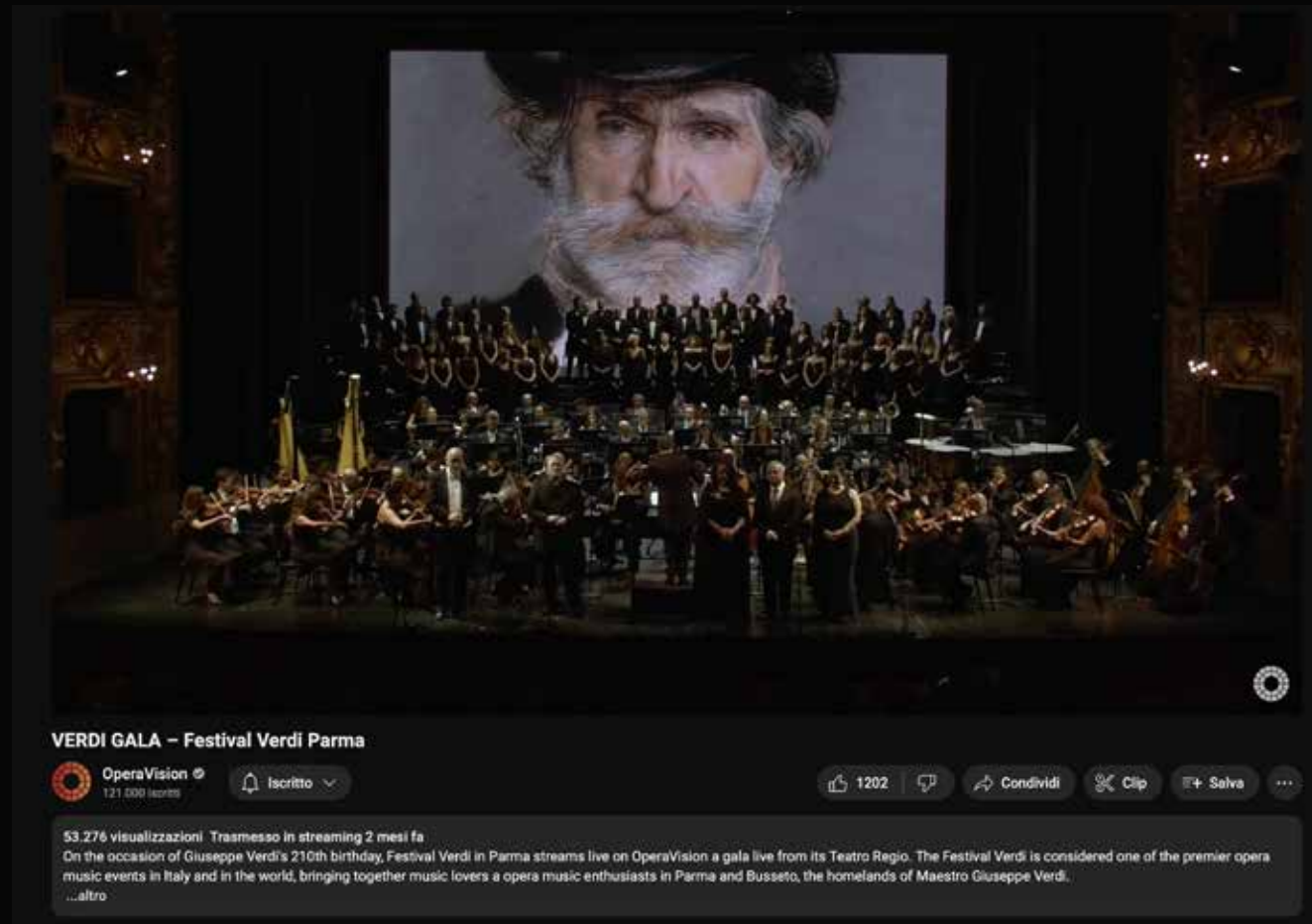


OPERAVISION

The **Gala Verdiano** took place on October 10, 2023 in support of the Viva Verdi project promoted by the Ministry of Culture for the acquisition and the valorisation of the Maestro's house-museum. The event was broadcast live on OperaVision, the free streaming platform supported from the European Union's program "Creative Europe". Available for 6 months, the event has reached so far more than 60,000 views.



The channel dedicated to classical music, in broadcast on channel 136 of the Sky Italia platform, has broadcast **I Lombardi alla prima Crociata**, **Il trovatore** and **Gala Verdiano**.





THE ECHO OF THE FESTIVAL

PRESS AND MEDIA

Innovation and quality generate ongoing reflections beyond the actual month of programming with reviews and articles maintaining the focus on this year's Festival Verdi even after its conclusion.

DIGITAL MEDIA

Digital recordings of the artistic productions represent a valuable archive of Festival Verdi: editorial products that are enjoyable way beyond the festival days, including the possibility to view shows in streaming.

PROMOTIONAL ACTIVITIES

Promotional projects in New York, the presence in relevant touristic fairs at an international level: such initiatives put the focus on the Festival months before its happening, sparking vivid interest and expectations with a positive impact on the reputation of the event itself.

THE FESTIVAL ABROAD

During 2023, Festival Verdi and Verdi Off brought some projects outside the national territory. In particular, in Tirana (June 3, 4) and in Paris (December 17, 18) promoting their brand identity and creating new connections with other cultural institutions.





ETHICAL MANIFESTO OF TEATRO REGIO DI PARMA

On the occasion of Festival Verdi and Verdi Off 2023, the Ethical Manifesto of Teatro Regio of Parma was officially launched. Such a project of social commitment was proposed to artists in order to embrace young people and more sensitive, fragile and decentralized communities. By signing the Ethical Manifesto, the artists commit to donating their time to create moments of meeting and dialogue by exploring and sharing music, theatre, art close to everyone's heart.

The project was inaugurated by **Davide Livermore**, who met the young people of FAB LAB of the San Leonardo district; the Orchestra of Università di Parma had the opportunity to rehearse with the director **Emanuele Quaranta**, while the students of the Istituto Comprensivo di Fidenza prepared the piece "Va pensiero" with **Giampaolo Bisanti**; **Enrico Melozzi** met the kids from the youth center Centro Giovani di Baganzola, **Marco Spotti** met the residents of Piazzale Inzani; **Michele Pertusi** spoke with the guests of the nursing home RSA Via Gulli; **Eleonora Buratto** described her work to the guests of the hospital Ospedale dei Bambini "Pietro Barilla"; **Federica Lombardi** met the little musicians from Pistapoci; **Manuel Renga**, **Alessandro Palumbo**, **Elia Fabbian** and **Adriana di Paola**, together with members of the International Friends of Festival Verdi **Brian Dore**, created a show about Falstaff together with the inmates of the penitentiary institutions of the city.

The Ethical Manifesto was also at the heart of the round table by Opera Europa 'Supporting communities through the arts: an Ethical Manifesto in opera as a tool for social engagement'.



*Forte Verdi
La yurta di Peppino*



‘You reopened my heart’ says a guest of a nursing home. ‘It’s for their smile, that I do this job’ replies a musician.

These two sentences encompass everything or good part of the meaning of Verdi Off, which every year more aims at reaching out to people through music and theatre (in the broadest sense of the term, theatre in all its forms and shapes) in the less usual places, and including the people who can’t go or struggle to get to it. Verdi Off means social relation and wants to contribute to recreate a community where it has been lost through lightness and creativity. Relations as such are built thanks to a co-planning activity together with the many associations of Parma and of the surrounding territory, and also thanks to a perpetual journey made of continuous exchanges and sharing.

The other side of Verdi Off is as important as the first one, speaking of innovation and young creativity. During these years, projects and shows have been commissioned with

a disruptive force, sometimes apparently irreverent, though always providing an incredible quality and perfectly in line with the spirit of the event.

This year, the one-to-one show *A letto con Verdi* puts the audience in front of the strength of the emotions brought up by Verdi’s characters;

Matteo Franceschini tested himself for us with an electronic Verdi; Enrico Melozzi involved young people in an immersive and involving experience.

These two souls give birth to Verdi Off: they stand for the near and the far, the community and the individual, the territory and the world.

At the centre of it all, the people, with the aim of creating a renewed sense of community thanks to the ever-contemporary genius of Giuseppe Verdi.

Barbara Minghetti
Curator Verdi Off



THE PROGRAM

A selection of the 123 titles

FESTIVAL VERDI
REPORT 2023

38

Parma, Inner City
September, 16

VERDI STREET PARADE

Busseto, Piazza Giuseppe Verdi
September, 16

A SPASSO CON VERDI

Parma
September, 17

VERDI SOTTO CASA

Parma, Palazzo dell'Agricoltore
September, 17, 18

A LETTO CON VERDI

Parma, Quartiere SPIP
September, 23

VERDI SPIP PARADE

Parma, Yurta di Peppino
September, 23

PICCOLISSIMI VERDI

Busseto, Salone di Casa Barezzi
September, 24

BAREZZI YOUNG

Istituti Penitenziari di Parma
September, 29

FALSTAFF

Parma, Portici del grano
September, 30

LA NOTTE DEI CORI

Parma, Portici del grano
October, 1

VERDI BAND

Parma, Felino, Collecchio, Sala Baganza,
Montechiarugolo, Traversetolo
from September 24 to October 7

OH...TELLO!

Parma, Unità di Strada
October 4

JOSÉ VERDES NETTURBINO



Parma, Casa della Musica
October 6

I GIOVANI PER VERDI

Parma, Colonne 28
October 6

THE CIRCLE

Parma, Yurta di Peppino
October 6, 13

CON VERDI PER GIOCO

Parma, Galleria San Ludovico
October 7, 8

HA RUOTE E PIEDI L'ARIA

Busseto, Roncole Verdi
October 10

VERDI 10/10

Parma, Palazzo Marchi
October 10

OPERA DRAMA

Parma, Ospedale dei bambini
October 12

INSIEME PER VERDI

Parma, Palazzo dei Ministeri
October 13, 24

V.V.V.

Busseto, Collegiata di S. Bartolomeo
October 13

VERDI SACRO

Parma, Balera del Centro Sociale "Il Tulipano"
October 14

NEL VENTRE DELLA BALERA

Fidenza, Casa Protetta Città di Fidenza
October 14

DANZA CON VERDI





The **Verdi Street Parade** kicked off the eighth edition of Verdi Off in the most passionate way ever: a huge music party invading the streets of the city from its center to Oltretorrente. Stilt walkers and circus artists, dancers, choirs, orchestras and ensembles, street bands, theatre shows, live painting performances animated a journey that ended in Piazzale della Pace with the show 'Sull'ali dorate'.

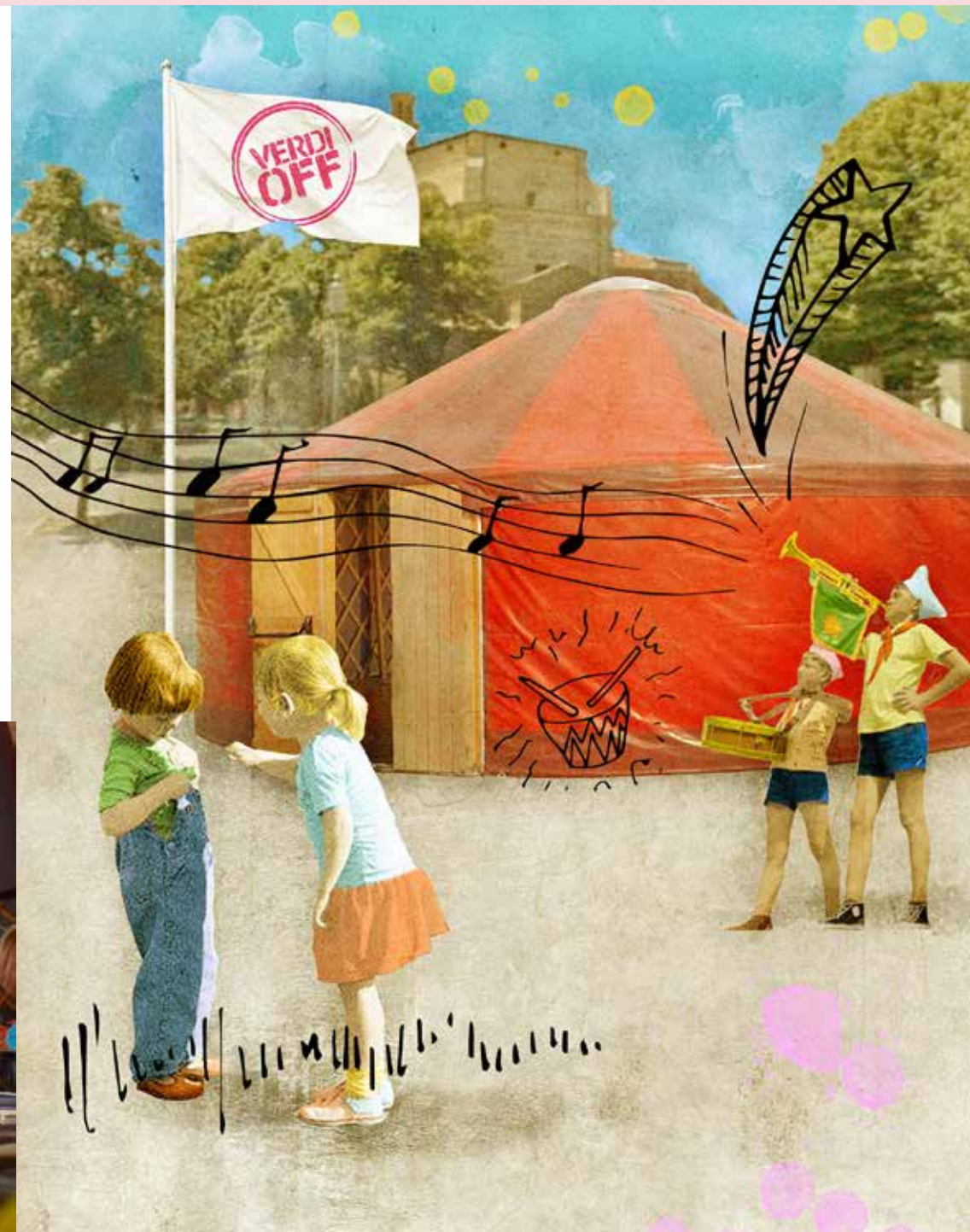
Exactly one week later, a new parade led the audience to the discovery of the urban spaces where the entrepreneurial activity of Parma thrives: the **Verdi SPIP Parade** animated the SPIP district, the industrial heart of the city, with shows, concerts and free workshops for families and children.

During the day, the audience also had the opportunity to discover the "behind the scenes" dynamics of artistic production taking part in the guided tours **Imprese Aperte**.



For the entire duration of Festival Verdi and Verdi Off, **Forte Verdi. La yurta di Peppino**, the colorful yurt tent set up in Piazzale Picelli in the heart of the Oltretorrente, hosted the events dedicated to the audience from schools and families, in addition to the event “A tu per tu col Maestro” hosting directors and conductors of the staged opera shows.

Inspired by the typical cylindrical-conical awnings of Kyrgyz and Mongolian populations, the structure of the yurt represented a true hub of musical sharing, a peaceful artistic fort where to meet together in the name of Verdi. The rich calendar of **over 40 shows, workshops, and concerts** involved **more than 1,600 children**, who had had the opportunity to get closer to the world of theatre together with the whole class or their family, trying out through musical instruments of an orchestra and playing and experimenting with music in order to discover the figure of Verdi and his work.





Municipalities

18

Parma, Busseto,
Traversetolo, Felino,
Fontanellato, Soragna,
Montechiarugolo, Sala Baganza,
Collecchio, Roccabianca,
Polesine Zibello,
Salsomaggiore Terme

Shows and
Workshops

123

Reruns

228



Places

25

RSA

19

Places of artistic and
cultural relevance

11

Squares

2

Hospitals

1

Penitentiaries

Attendance

17,000

2022 14,000

2021 10,500

2020 10,500

2019 20,000



Verdi OFF
 17 settembre - 18 ottobre
 Il Coro di Voci Bianche della Corale Verdi, insieme al Maestro Paganini, ha regalato un momento di spensieratezza e allegria agli ospiti dell'Ospedale Pediatrico "Pietro Barilla" di Parma. I piccoli cantori si sono esibiti per i bambini e le famiglie per colmare i loro cuori, attraverso la musica, di speranza e amore.
 Il Festival è un progetto di impegno sociale, proposto agli artisti del Festival Verdi OFF del T... Altro...



verdiOFF Alcune immagini dalla presentazione del Festival Verdi OFF 2023:
 Oltre 200 appuntamenti, diffusi e multidisciplinari, in 10 giorni, con più di 3000 artisti e 90 tra associazioni, compagnie e istituzioni coinvolte.
 Scoprire la musica di Giuseppe Verdi e le sue opere, attraverso il teatro, la danza, il cinema, il gioco e la sorpresa. Ecco il programma:
 Parma, Teatro e Antico
 16 SETTEMBRE - 18 OTTOBRE
 13 sett

Verdi OFF
 17 settembre - 18 ottobre
 La città in festa per l'inaugurazione del Festival Verdi e di Verdi OFF!
 Ieri sera è stato bellissimo vedere il cuore della città tingersi di fucsia per Verdi OFF e vedere così tante persone, tra artisti e pubblico, unite nella grande parata di musica, teatro, giocoleria, concerti e spettacoli che ha portato la musica di Giuseppe Verdi nelle strade e nelle piazze del centro.
 La serata non poteva che concludersi con la grande emozione "Va pens... Altro..."



verdiOFF
 regioparma
 Audio originale
 17 ottobre - 18 ottobre
verdiOFF Ultimo Cucù Verdiano #VerdiOFF23
 Per un mese, tutti i giorni alle 13:00, abbiamo visto turisti, passanti e spettatori abituali, fermarsi per qualche momento ai piedi del Regio e alzare lo sguardo verso i forni, dove un giovane cantante interpretava un'aria verdiana.
 È il nostro Cucù, scandisce il tempo del Festival a ritmo di musica. Un saluto quotidiano alla città in pieno stile Verdi OFF.
 Arrivederci al prossimo anno e sempre Viva Verdi!
 5 sett
 Per te
 ja.spence2019 Is that the coolest yeti?!! Only in Italy - Enjoy!!
 7 sett Rispondi Verdi Italiazione
 arianna_cox_pittrice bellissima iniziativa. Bravissima!
 5 sett Mi piace: 1 Rispondi
 mentemossa Molto brava la nostra fabina di Falstaff
 8 sett Piace a 2 persone Rispondi
 evaluna.0 Quanto mi mancano questi momenti...
 5 sett Piace a 2 persone Rispondi
 serenacalo Che meraviglia
 8 sett Mi piace: 1 Rispondi
 Piace a alessiatavarone e altri 1.091
 18 ottobre
 Aggiungi un commento...



Verdi OFF
 17 ottobre - 18 ottobre
 Un mese di opere, spettacoli e musica. Le emozioni sono state tante, le persone coinvolte molte.
 Oggi è il giorno di dire grazie: agli artisti, alle istituzioni, ai partner e agli sponsor, ai sostenitori, ai lavoratori del Teatro Regio di Parma e agli spettatori che hanno reso straordinario questo mese trascorso insieme.
 Il Festival è un lavoro di squadra ed è grande proprio perché condiviso e vissuto con passione da molti... Altro...

SOCIAL LISTENING

Network listening and analysis of social media profiles and web pages posting about **Festival Verdi** and **Verdi Off** (aggregate data).

Mentions

2,170

How much were the events discussed?

Posts mentioning the analyzed keywords + all comments

Total reach

365 M

How many interactions did they generate?

Users who interacted with posts through reactions and comments

Sentiment

74.39 %
P O S I T I V E

Which public sentiment characterized the events?

Average score of the public sentiment considering both posts and comments



Verdi Off
from 1 September to 22 October 2023

Followers

9,603

New followers

85

Post and stories

725

Total impression

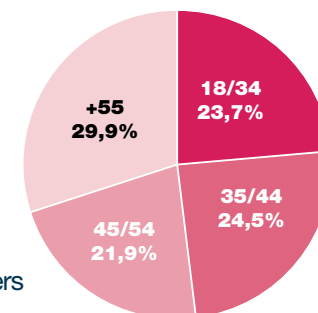
147,600

Potential visualizations of the contents

Total reach

40,860

Unique accounts that were given the chance to see a post page content with reactions and comments



Age of followers



@verdioff
from 1 September to 22 October 2023

Followers

3,452

New followers

558

Post e storie

723

Total impression

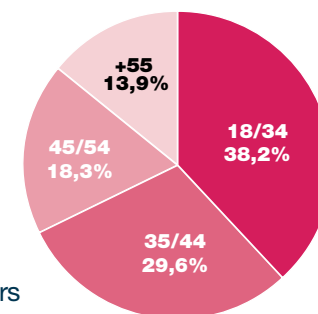
302,500

Potential visualizations of the contents

Total reach

85,970

Unique accounts that were given the chance to see a post page content with reactions and comments

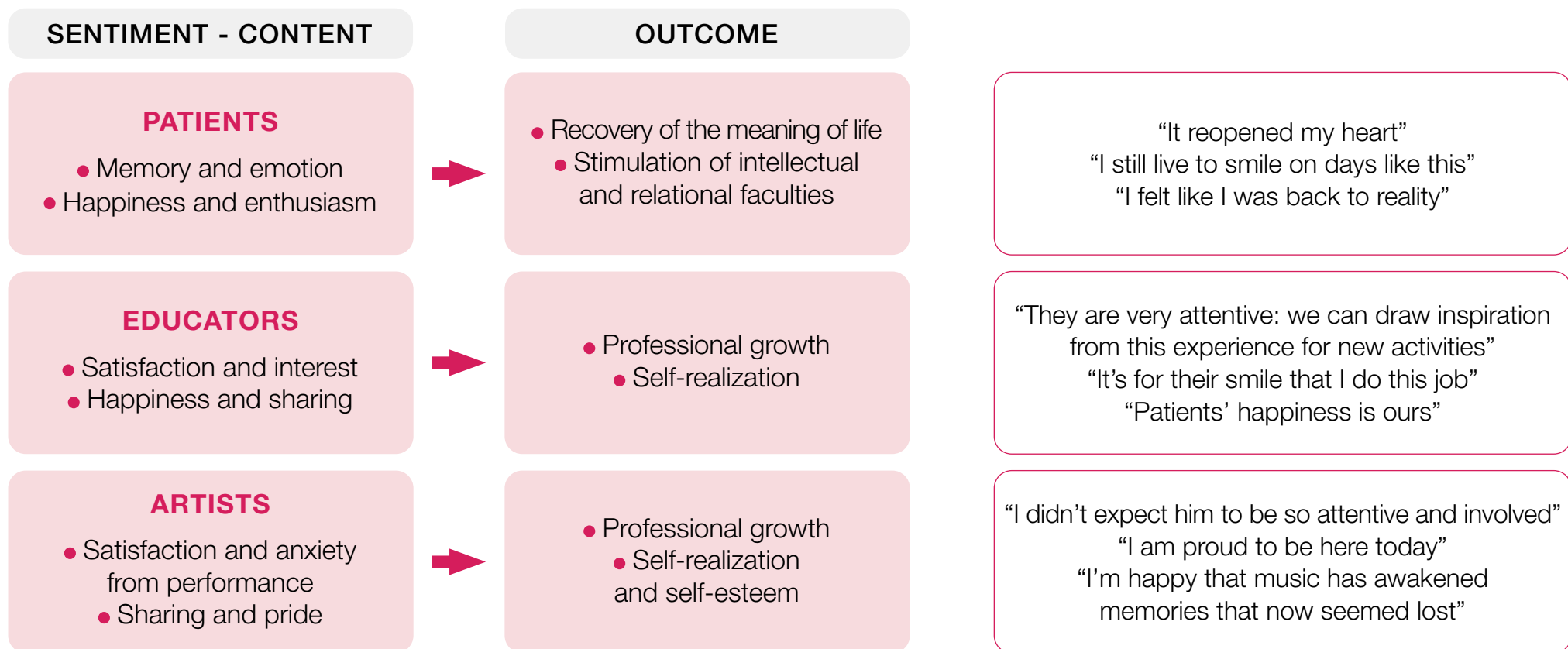


Age of followers

This year, for the first time, was launched in collaboration with the University of Parma an **impact assessment process of Verdi Off** activities, in order to give visibility to the effects social, necessarily immaterial, aspects of the exhibition. The methodology used falls under the **Most Significant Change** (MSC) approach strongly centered on **stakeholder involvement**, face to identify the perceived change through the collection of “hot” testimonials. It is a qualitative based method on storytelling, which manages to effectively convey reality complexity of the activities, highlighting their emotional nuances (sentiments) that generate certain outcomes.

The latter are identified through Content Analysis which aims to highlight key words and concepts recurring ones that provide feedback on changes, too short term.

The artistic projects, case studies of this first investigation, are were those aimed at the public of RSAs and those dedicated to children at the yurt, with interviews with patients, educators, artists, teachers and parents. The results, in addition to being represented from the relationship that is created between sentiment and outcome for each stakeholder, are strengthened by the extrapolated quotes from the interviews collected.





SENTIMENT - CONTENT

OUTCOME

TEACHERS

- Empathy with children
 - Interest
- Break from routine



- Skills development and new experiences
- Personal enrichment
- Stress reduction

"It's not that easy for kids to do such interesting experiences"
 "Seeing musical instruments and artists so closely thrilled them"
 "We learned new things alternative methodologies."

PARENTS

- Serenity and fun
- Emotions and imagination



- Stress reduction
- Family cohesion

"I felt like a child too"
 "Even the shyest ones let themselves go"
 "We felt peaceful and united as a family"

ARTISTS/ORGANIZERS

- Satisfaction
- Sharing and pride



- Professional growth
- Self-realization and self-esteem

"Children force you to ask questions"
 "It's stimulating to work with children: I grow with them"
 "Helping them grow makes us not just artists, but also better people"





A letto con Verdi



Verdi Band

The SROI analysis aims at verifying and discussing the external effects of Festival Verdi as well as at indicating the more appropriate methods to strengthen such effects in following editions. Such analytics are based on information collected on the field, on the documents verification, on studies and on empirical findings related to the field of analysis. This allows us to focus on favorable impacts that are estimated with extreme caution in their economic dimension.

3.1

2022	3.1
2021	1.9
2020	1.7
2019	2.5

Every €10 invested in Festival Verdi
have induced benefits for stakeholders
estimated at at least €31

TOTAL BENEFIT
€ 17,3 M

TOTAL INPUT
€ 5,6 M



	SROI	RESOURCES	City community	Live entertainment sector	Economic operators	All stakeholder
2023	3.1	€ 5,564,248	€ 7,141,581	€ 2,393,415	€ 7,781,228	€ 17,316,224
2022	3.1	€ 6,198,826	€ 9.331.725	€ 2,043,288	€ 7,751,123	€ 19,126,135
2021	1.9	€ 4,047,149	€ 4,136,618	€ 1,673,923	€ 1,716,797	€ 7,527,337
2020	1.7	€ 2,655,892	€ 3,612.151	€ 613,703	€ 289,162	€ 4,515,016
2019	2.5	€ 6,303,475	€ 7,202,819	€ 201,485	€ 8,354,383	€ 15,758,687

This year's social ROI is reconfirmed at 3.1, despite the overall investment is lower than in 2022. Such calculation was implemented with the same parameters as the previous years, which were adapted to this new reality, and it is extremely prudent.

In the cultural sector, it is complex to certify the achievement of very high impacts; in fact, the average investment multiplier indicator concerning literature is between 1.5 and 1.8. In such an area, prudence is also strongly advised to mitigate the effect of some subjective choices (always weighted in agreement with the Theatre) linked to the measurement of intangible results. These choices are inherent in the economic and social impact assessment tools regardless of the framework of reference.

The main drivers of the 2023 impact can be summarized as follows:

- An important presence of the foreign audience is reconfirmed in ratio of 1 to 4, allowing the value created for economy operators to remain substantially unvaried;

- The Festival is reconfirmed as one of the most renowned opera events at an international level, showing an increase media coverage and an increasingly stronger long-term echo. All this has a positive impact on the intangible dimension of reputation of the Festival for live entertainment industry. Also, the degree of the audiences' individual cultural satisfaction remains very high, with a rating of over 88%;
- We are witnessing a slow change in communication media, even considering the part of the audience that is still very attached to the more traditional ones. The importance of social media has become increasingly evident and will require an update of the model in this sense.

The table shows the statement of added value according to the GRI (Global Reporting Initiative) guidelines based on the reclassification of the income statement of Festival Verdi, in order to highlight the management method of the received economic resources and their distribution among the primary stakeholders.

The deficit demonstrates how much Festival Verdi requires a certain constant support to guarantee the quality level achieved.

Distribution of economic value of Festival Verdi	2023	% *	2022	% *	2021	% *	2020	% *	2019	% *
Characteristic economic value	5,525,937.34		6,153,593.42		4,026,890.30		2,613,643.77		5,919,542.11	
Revenue from ticketing and co-productions	763,784.47		808,485.62		258,394.36		145,725.11		1,297,369.82	
Contributions	3,570,428.37		3,816,263.33		2,807,897.00		1,818,897.00		3,326,988.85	
Sponsorships and donations	1,191,724.50		1,528,844.47		960,598.94		649,021.66		1,295,183.44	
Economic value distributed to Parma stakeholders	3,447,297.52	62%	3,352,995.23	54%	2,404,645.34	59%	1,747,915.30	66%	3,559,509.28	56%
Direct costs for the production of PR economic operators events	1,375,313.87		1,059,306		733,360.78		780,453.74		1,296,339.06	
Direct promotional and administrative costs for PR economic operators	82,735.08		114,242.52		5,6942.20		56,998.80		56,506.36	
Costs of purchasing indirect services for economic operators PR	60,416.66		79,583.33		62,416.67		61,035.76		78,833.33	
Employee remuneration direct costs PR	775,447.74		963,162.23		543,974.00		218,471.57		1,073,913.45	
Employee remuneration indirect costs PR	1,153,384.17		1,136,701.15		1,007,951.69		630,955.43		1,053,917.08	
Economic value distributed to stakeholders outside Parma	2,080,172.82	37%	2,810,051.40	45%	1,609,048.75	40%	887,903.82	33%	2,709,939.76	43%
Direct costs for the production of events for economic operators outside PR	1,619,746.47		2,263,718.94		1,303,655.02		676,205.89		2,383,483.98	
Promotion and administrative costs for economic operators outside PR	202,509.68		272,582.46		167,276.22		107,121.48		176,882.86	
Costs of purchasing indirect services for economic operators outside PR	257,916.67		273,750.00		138,117.51		104,576.45		149,572.92	
Economic value distributed to the organization	36,777.27	1%	35,779.02	1%	33,455.27	1%	20,073.16	1%	34,026.80	1%
Amortization	36,777.27		35,779.02		33,455.27		20,073.16		34,026.80	
Total	5,564,247.61	100%	6,198,825.65	100%	4,047,149.36	100%	2,655,892.28 €	100%	6,303,475.84 €	100%
	-38,310.27		-45,232.23		- 20,259.06		- 42,248.51 €		- 383,933.73 €	

* % costs distributed on a territorial basis

Note: considering the representation of added value, the aim is not to highlight the "economic value generated" but to show the part of economic value distributed to stakeholders on a territorial basis.

Considering the non-profit purpose of the institution and its cultural value, it doesn't seem correct to speak of wealth produced by the Institution within the project.

The operation of the Theatre is made possible above all thanks to contributions and sponsorships that it receives, and for such a reason it was considered more appropriate to speak of "Characteristic economic value" instead of what is used by the GRI (Global Reporting Initiative) of "Generated economic value"

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