

opera europa CONFERENCE

The professional association of opera houses and festivals in Europe | L'organizzazione per i teatri d'opera e i festival lirici professionali in Europa



Opera Europa Autumn Conference

OPERA PILGRIMAGE

From 12 to 15 October 2017

Teatro Regio di Parma



The theme of Opera Pilgrimage may be inspired by the special ambiance of a festival devoted to a great composer, but it resonates for any theatre that aspires to make itself a destination which demands to be visited.





QUEEN ELISABETH COMPETITION

voice

01/05

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12/05

2018

CANDIDATES APPLICATION DEADLINE:
6 December 2017 – 12 noon GMT

CANDIDATES must be born after
31 December 1985 & before 1 January 2000

www.qeimc.be –    @qeimcbelgium

Team changes

Members attending the forthcoming conference in Parma will encounter some new faces in the Opera Europa team and will have the opportunity to say thank you, goodbye and good luck to an old friend.

Gérald Philippe, who has been a principal point of contact for many of you as Membership Coordinator, will be leaving us after the conference, in order to take up the challenge of managing operatic projects for Cappella Mediterranea, the inspirational ensemble led by Leonardo García Alarcón, and the Chœur de Chambre de Namur. He will be much missed by his colleagues as well as by members for his unfailingly patient and helpful contribution, including his heroic dedication to collating precise details of nearly 900 productions for the Future New Productions book, but we accept that he deserves a career change after almost eight years of loyal service. Please join us in wishing him the very best for the future at the end of the conference.

Our new Membership Coordinator, **Emilie Tack**, has already begun work. She brings experience from Bozar in Brussels and the European Commission and a strong commitment to the lyric arts, business practices and European affairs. She will work on our new benchmarking initiative. If you are enrolling for the Parma conference, she may well be in contact with you soon, and I hope that many of you will meet her in Parma and welcome her to our association.

The other new recruits belong to the small group who will be managing the new digital platform which will be launched to replace and develop The Opera Platform in October.

Clio Montrey is a creative administrator and composer from Canada, but with several years' working experience in Vienna. She will be the new Platform Manager, and is already engaged with the preparation of its content. She will feature in Friday afternoon's partners' meeting at the conference, alongside Project Manager **Luke O'Shaughnessy**, whom you should already know from his work on The Opera Platform during the past three years.

Our communications team, led by **Aline Chif** since 2013, is being joined by the platform's dedicated Communications Officer, **Elisabeth Lasky**, who comes from the Europe Direct Contact Centre in Brussels and adds valuable consultancy experience in communicating events. Both will contribute to the conference session on creating online promotional content on Saturday morning.

This team of five is managed from our Brussels office by **Audrey Jungers**, my constant colleague at Opera Europa of 14 years, who like me welcomes this autumn's influx of fresh ideas within our growing association.

Nicholas Payne



Gérald Philippe

Emilie Tack

Clio Montrey

Luke O'Shaughnessy

Aline Chif

Elisabeth Lasky

Audrey Jungers

Programme

Festival Verdi in Parma has established itself as a favoured destination for those who wish to explore the richness of Italy's premier composer in the region where he was born and made his home. It offers a choice of four new productions in three beautiful and historic theatres, plus a curated programme of day-time events, concerts and imaginative content to welcome young audiences.

Parma offers an ideal and hospitable location in which to meet and debate current issues about attracting and educating audiences and devising plans which drive them towards your chosen destination. For, though Verdi and Parma are site-specific, our Pilgrimage theme is equally applicable to your programme and your location.

The conference also coincides with the launch of Opera Europa's reimagined and redeveloped digital opera platform, which will double its partnership and expand its reach to create an **Online Destination for Opera**.

GD	General & Artistic Directors	ED	Education
AA	Artistic Administrators	FF	Fundraising & Friends
BF	Business & Finance	MC	Marketing & Communications

This programme is accurate at time of publication; a final version will be given out upon registration

Wednesday 11 October 2017

Fedora General Assembly with Fundraising forum in the afternoon

Thursday 12 October 2017

TEATRO REGIO DI PARMA, STRADA GARIBALDI 16A

10.00 **FF** **How to engage the entire Opera House in Fundraising**
Jérôme Brunetière (Aix), Heidi Lehmuskumpu (Helsinki), Lanfranco Li Cauli (Milano Scala), moderated by Susan Fisher (London ROH)

11.15 Coffee break in Sala di Scenografia

11.30 **FF** **Trends in corporate and individual giving**
Marie Fenaux (Brussels), Ide Mens (Amsterdam), Nicole Newman (London), Marisa Vázquez-Shelly (Madrid), moderated by Delphine Geldof (Torino)

13.00 Lunch in Ridotto

14.00 **FFMC** **Shared vision of customer path to increase audience engagement**
Agustí Filomeno and Helena Roca (Barcelona); Nicola Creed and Johnny Langridge (Garsington), moderated by Ing-Marie Persmo (Göteborg)

15.00 Coffee break in Sala di Scenografia

15.15 **FFMC** **Data-mining: getting to know your clients and donors to increase their commitment to your company**
Tim Baker (cultural consultant) and Lucy Sinclair (London ROH), moderated by Myriam Coplo (Paris ONP)

15.30 Main conference registration opens (in the foyer)

16.30 **Welcome** by Anna Maria Meo (Parma) and Federico Pizzarotti, Mayor of Parma

17.00 **Opera Vision: presentation of the new Opera online destination**

18.00 Reception in Ridotto

19.30 **Jérusalem** at Teatro Regio di Parma
Conducted by Daniele Callegari, directed by Hugo de Ana
With Ramon Vargas, Annick Massis, Michele Pertusi and Vittorio Vitelli

Friday 13 October 2017

AUDITORIUM PAGANINI, VIA TOSCANA 5A

09.00 Registration opens

09.30 Sala Plenaria **GDAAMCFF** **Creating, funding and promoting the customer journey to the chosen destination**
Cristiano Chiarot (Firenze/Venezia), Anna Maria Meo (Parma), Andrew Higgins (Glyndebourne), Nicole Newman (fundraising consultant), moderated by Sandra Eikelenboom (Amsterdam)

11.00 Coffee break in Area Bar

11.30 Sala Stiffelio **GDAAMCFF** **Co-productions marketplace** led by Sebastian Schwarz (Glyndebourne) with Gérald Philippe (Opera Europa) (Opera Europa members only)

Sala Jérusalem **GDAAMCFF** **Small budget production exchanges** led by Stefano Pace (Trieste) (Opera Europa members only)

Sala Falstaff **MCED** **Reaching new audiences online**
Nicolas Schaettel (culture.digital) and Chris Shipman (London ROH), moderated by Audrey Jungers

13.00 Lunch in Area Bar

14.15 Sala Stiffelio **GDBFMCCFF** **Self-financing: devising new income streams**
Aurélien Artaud (Tech'4'team), Carlo Fuortes (Roma), Julia Neugebauer (Paris TCE), moderated by Christina Scheppelmann (Barcelona)

Sala Jérusalem **GDBFMCCFF** **Opera Vision partners' meeting** led by Luke O'Shaughnessy and Clio Montrey (Opera Europa) (Opera Vision partners only)

Sala Prove **GDAAMCCE** **Young audience projects: why, how, for whom? With showcase performances from Como and Parma**
Sophie Briard (Brussels), Emmanuela Spedaliere (Napoli) and Viatcheslav Starodubtsev (Novosibirsk), moderated by Peter Spuhler (Karlsruhe)

15.45 Coffee break in Area Bar

16.15 Sala Stiffelio **GDAAMCED** **Verdi for today's audiences**
Andrea Bernard, Jacopo Spirei and Graham Vick, moderated by Hannah Griffiths (Göteborg)

Sala Jérusalem **GDBFMCC** **Commissioning benchmarking tools** led by Emilie Tack (Opera Europa)

17.45 **MC** **Next meetings** (end 18.15)

20.30 Teatro Farnese
Piazzale della
Pilotta, 15 **Stiffelio** (promenade performance)
Conducted by Guillermo Garcia Calvo, directed by Graham Vick
With Luciano Ganci, Maria Katzareva and Francesco Landolfi



Teatro Farnese

Saturday 14 October 2017

AUDITORIUM PAGANINI, VIA TOSCANA 5A

09.00	Registration opens	
09.30	Sala Stiffelio	GDA AED Training of young artists Bernard Focroulle (Aix), David Cuesta (Valencia) and Daniele Bornique (Milano Accademia), moderated by Birgitta Svendén (Stockholm)
	Sala Falstaff	MC Creating online promotional content and Promoting OperaVision led by Audrey Jungers, Aline Chif and Elisabeth Lasky (Opera Europa)
11.00	Coffee break Foyer Pizzetti	
11.30	Sala Stiffelio	GDA AMC Multi-venue programming and management Aviel Cahn (Antwerp/Ghent), Barbara Minghetti (Como/Parma), Axel Renner (Bregenz), Jean-Philippe Thiellay (Paris ONP), moderated by Richard Mantle (Leeds)
	Sala Falstaff	Open meeting for Parma inhabitants and Italian-speaking delegates about the value of Festivals in Europe Andrea Compagnucci (Bergamo/Macerata), Anna Maria Meo (Parma), Karen Stone (Magdeburg), Walter Vergnano (Torino) and Nicholas Payne (Opera Europa)
	Sala Jérusalem	ED Creating online educational tools Jérôme Brunetière (Aix), Kim Waldock (London ROH)
13.00		Conference conclusions
13.30	Lunch on your own	
15.00		Bus departure from Teatro Regio to Busseto
16.00		Visits on your own in the centre of Busseto – Museo Casa Barezzi (on Busseto's main square); Museo Nazionale Giuseppe Verdi (Villa Pallavicino, Via Ferdinando Provesi 35); Museo Renata Tebaldi (Via Ferdinando Provesi 41)
16.30		Bus departure from Teatro Regio to Busseto
18.30	Teatro Giuseppe Verdi di Busseto	La traviata Conducted by Sebastiano Rolli and directed by Andrea Bernard, winner of the European Opera-directing Prize, with singers from the 54° Concorso Internazionale Voci Verdiane 'Città di Busseto'
21.00	Villa Pallavicino Via Ferdinando Provesi, 35	Post-performance reception
22.30		Bus back to Parma

Sunday 15 October 2017

15.30	Falstaff at Teatro Regio di Parma Conducted by Riccardo Frizza, directed by Jacopo Spirei With Misha Kiria, Amarilli Nizza, Laura Giordano, Sonia Prina, Juan Francisco Gatell and Giorgio Caoduro
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Practical information

Teatro Regio di Parma

Via Giuseppe Garibaldi, 16A,
43121 Parma PR, Italy

Auditorium Paganini

Via Toscana 5A
43121 Parma PR, Italy

Registration

Conference registration includes participation at all sessions and social events, as well as two tickets to performances of your choice from the four that are proposed. There is limited availability for purchasing additional seats at 100€ each.

Rates

		after 15/09
Members		
▪ first participant	€300	€350
▪ additional participants	€250	€300
Non-members		
▪ first participant	€600	€650
▪ additional participants	€450	€500
Youth (under 30)	€250	€280

Hotels

There are many small hotels in Parma that will accommodate us. An online booking system is available; you can access it from our website which provides the necessary information. Please visit our Conference page on www.opera-europa.org. Rooms will be limited so please book quickly!

Getting there

Via Airport Giuseppe Marconi di Bologna

by bus: 34 mins from Bologna airport to Stazione Centrale di Bologna, then by train: 50 mins to Parma Stazione.

Via Airport Amerigo Vespucci di Firenze

by bus: 15 min from Firenze airport to Stazione Santa Maria Novella, then by train: 2 hours to Stazione Centrale di Parma.

Via Airport Milano Malpensa

by bus: 50 min from Malpensa airport to Stazione Milano Centrale, then by train: 1h10 to Parma Station.

Via Airport Milano Linate

by bus: 25 min from Linate Airport to Stazione Milano Centrale, then by train: 1h10 to Parma Station.

Trains in Italy

Tickets can be purchased directly at the train station or on www.trenitalia.org.

- Regionali Veloci: fixed price, slow trains. Tickets can be bought on the same day.
- Intercity: faster trains. Only a few per day. Tickets have to be bought in advance.
- Freccie Rosse, Bianche, Argento: fastest trains. Price depends on availability, tickets have to be bought in advance.

Save the dates

28-29 September 2017

Opera in the 21st century

IMZ Academy for Opera in the Digital Age

as part of the ITF Golden Prague

Full programme available from luke@opera.europa.org or from <https://www.imz.at/imz-academy/>

12-15 October 2017

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Opera Europa autumn conference in Parma

REGISTER NOW !!

9-11 November 2017

Human Resources forum meeting at

La Monnaie/De Munt Brussels

Programme from emilie@opera-europa.org

22-24 March 2018

International Joint Forum meeting at Sofia National Opera

Bringing together Business & Finance, Human Resources, Marketing & Communications and Technical & Production to explore common issues and solutions, including benchmarking tools to support audience and income growth, productivity and working together.

Programme to be announced in December

12-15 April 2018

World Opera Forum at Teatro Real, Madrid

Convention with representatives of Opera America, Opera Latin America and from Africa, Asia and Australasia.

Programme to be announced in December

22-24 May 2018

Event for smaller companies as part of Operadagen Rotterdam

28-30 June 2018

MEASURING THE ARTS

Opera Europa summer conference at Opernhaus Zürich

Programme to be announced in March 2018

This edition is sponsored by **Badisches Staatstheater Karlsruhe**

Cover photos clockwise from top right: Piazza Garibaldi, Teatro Farnese, Duomo di Parma crypt, Teatro Regio Parma, Verdi Piano Casa Barezzi, Auditorium Paganini, Teatro Verdi Busseto, Teatro Regio Parma, Teatro Verdi Busseto.

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VON FURCHT & FREIHEIT

GÖTTERDÄMMERUNG

Wagner | Brown | Kratzer 15.10.17

DIE LUSTIGEN NIBELUNGEN

Straus | Limburg | Pölgutter 15.12.17

SIMON BOCCANEGRA

Verdi | Willig | Hermann 20.1.18

Coproduction with Opera Ballet Vlaanderen,
Les Théâtres de la Ville de Luxembourg &
Opéra Orchestre National Montpellier

GOLD! (4+) Evers | Kühnhold 27.1.18

ROMÉO ET JULIETTE Concert Performance

Gounod | Squeo 11.2.18

ALCINA 🐦 Händel | Spering | Darrah 16.2.18



ANNA BOLENA Donizetti | Squeo | Brown 3.6.18

LUCIO SILLA Mozart | Willig | Kratzer 8.7.18

Coproduction with the Théâtre Royal de la Monnaie &
the Theatre St. Gallen

17/18
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