



## WHY OPERA OUT OF OPERA

- Rediscover opera
- Engage young audience
- Make new, younger generations get involved with opera



# THE EU FRAMEWORK



Co-funded by  
the European Union

- Co-operation project
- Co-funded by the Creative Europe programme
- Audience development and engagement
- Social inclusion
- Environment
- New technology
- International





# THE PARTNERS



# OBSTACLES FOR YOUNGER GENERATIONS

- Difficult to understand for non “specialized” spectators
- Recognising text and lyrics often archaic
- Historical contexts far from their own
- Opera houses are considered too elitist
- Complexity and expensive type of performance, and this is reflected in the cost of tickets

# WHAT CAN WE DO?

- Simplify and prepare the audience with an easier process
- Provide real-time support with subtitles and translations
- Solve old fashion expressions often archaic
- Emotional meaning versus historical context
- Bring opera where the audience is and not the audience to the opera houses
- Experiment an easily replicable “live performance”, to outreach to the public in non-institutional places reducing costs and entrance fees

# MEANS

Tools: visual, social, digital

- Co-create and test a reduced and innovative opera format
- Develop an audience engagement strategy using social media
- Make performance converge in a model that is usable in presence and online through a highly innovative App, using participatory mechanisms

# ITINERANT PERFORMANCES

Dates	Organisers / Venues	Operas
March 2024	Teatro Helena Sá e Costa - Politecnico do Porto	Puccini / Bohème Mozart / Così fan tutte
October 2024	Conservatorio Santa Cecilia Roma	Mozart / Don Giovanni
October 2024	Politecnico do Porto	Mozart / Così fan tutte
January 2025	To be determined...	Mozart / Nozze di Figaro
February, March 2025	Mozarteum University Oslo National Academy of the Arts -KHIO	Puccini / Bohème



# THE PROJECT'S OBJECTIVES

- Preferences for smaller venues
- Need for closer and more intimate experiences
- Able to see the artists' expressions more clearly: when it comes to a solo performance... there's a lot of facial expression
- Closeness and small audience leads them to feel more 'engaged' with the
  - Narrative works with a clear storyline or message facilitate greater engagement among participants, particularly in art forms they were less confident about
  - Storytelling
  - Cameras "inside" the performances

# THE PROJECT'S OBJECTIVES

The project is now crafting

- an innovative opera format
- featuring visually appealing and engaging performances
- designed for easy replication.

Also to encourage further captures/production of additional operas.













# THE APP

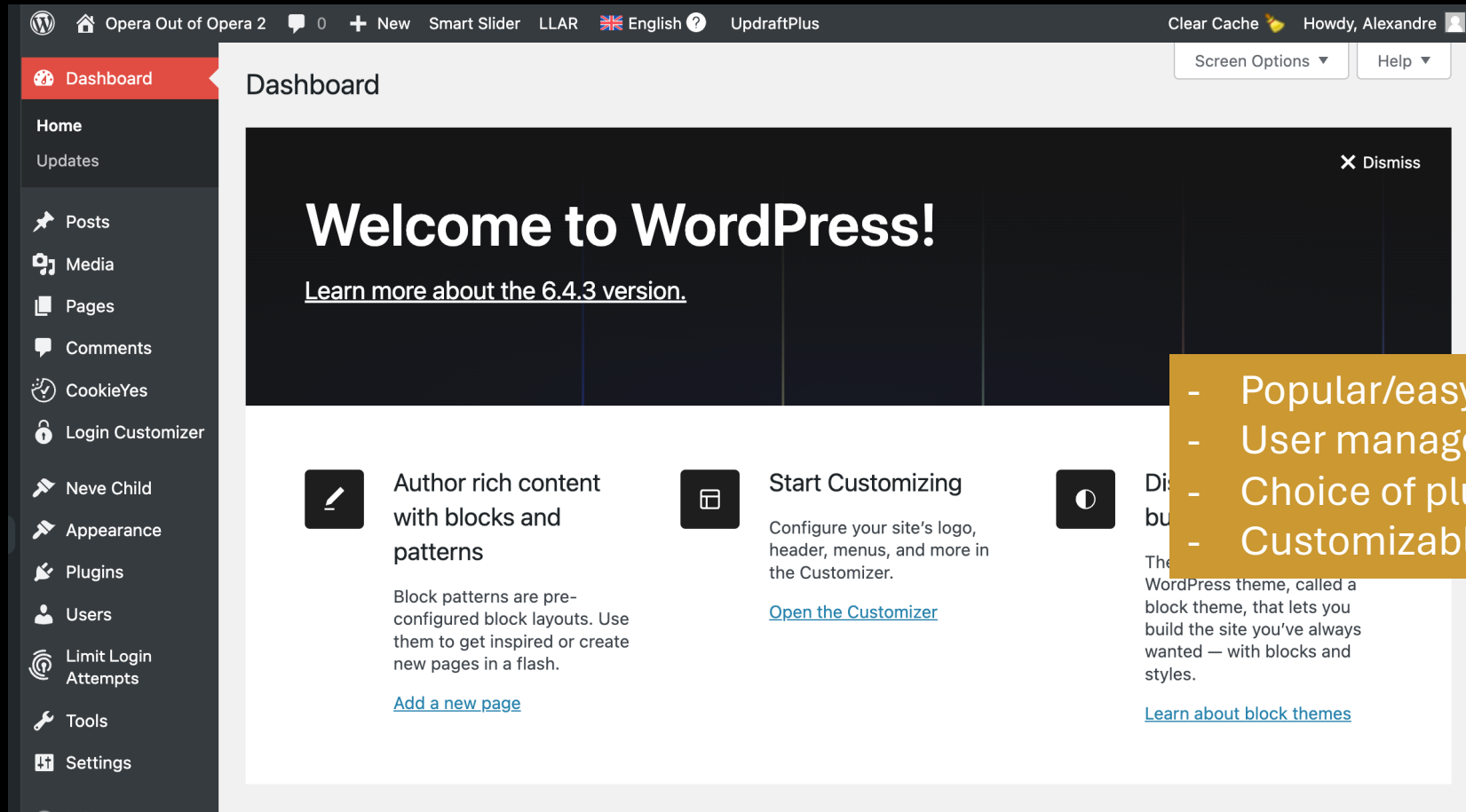
WordPress CMS	WallMuse Web + PC Player	WallMuse Curation Planner
Multiple languages	Operas, Arias, Contents...	Upload of contents
Free accounts	Play and Playlists	Contents management
Membership registrations for: <ul style="list-style-type: none"> <li>- Participatory schemes</li> <li>- Opera Creations</li> <li>- Benefits</li> </ul>	For one or multiple devices: <ul style="list-style-type: none"> <li>- Smartphone, Tablets</li> <li>- PCs</li> <li>- SmartTVs</li> </ul>	Curation Planner: <ul style="list-style-type: none"> <li>- Creation/Updating</li> <li>- Adding Contents on one or multiple synched tracks</li> </ul>

Monitoring & Evaluation		
User conversions	Viewership	Participation

*The CMS and Web Player are responsive, the Curation Planner designed for Tablets or Desktop interfaces*

# WordPress CMS: Dashboard

-  Croatian
-  Dutch
-  French
-  German
-  Italian
-  Norwegian Bokmål
-  Polish
-  Portuguese (Portugal)
-  Spanish
-  Ukrainian



- Popular/easy to use
- User management
- Choice of plugins
- Customizable

# WordPress CMS: Scores as PDFs

Don Giovanni (Mozart)

**DON GIOVANNI**

Ouvertura  
Andante

Wolfgang Amadeus Mozart  
Klavierauszug / Piano reduction: Hans-Georg Kluge

Flauti  
Oboi  
Clarinetti  
Fagotti  
Corni  
Clarini  
Timpani  
Archi

*f* Tutti

Fl.,  
Clar.

*p* Archi

7 Ob., Clar.

Viol.

Fg.

The image shows a page from a musical score for the Overture of Don Giovanni by Wolfgang Amadeus Mozart. The score is a piano reduction by Hans-Georg Kluge. It features two systems of music. The first system includes a list of instruments on the left: Flauti, Oboi, Clarinetti, Fagotti, Corni, Clarini, Timpani, and Archi. The music is in 3/4 time and begins with a forte (f) dynamic. The second system starts at measure 7 and includes parts for Oboe/Clarinet (Ob., Clar.) and Violin (Viol.). The dynamic changes to piano (p) for the strings (Archi). The score is presented in a clean, professional layout with clear notation and instrument labels.

Sharing more details for musicians

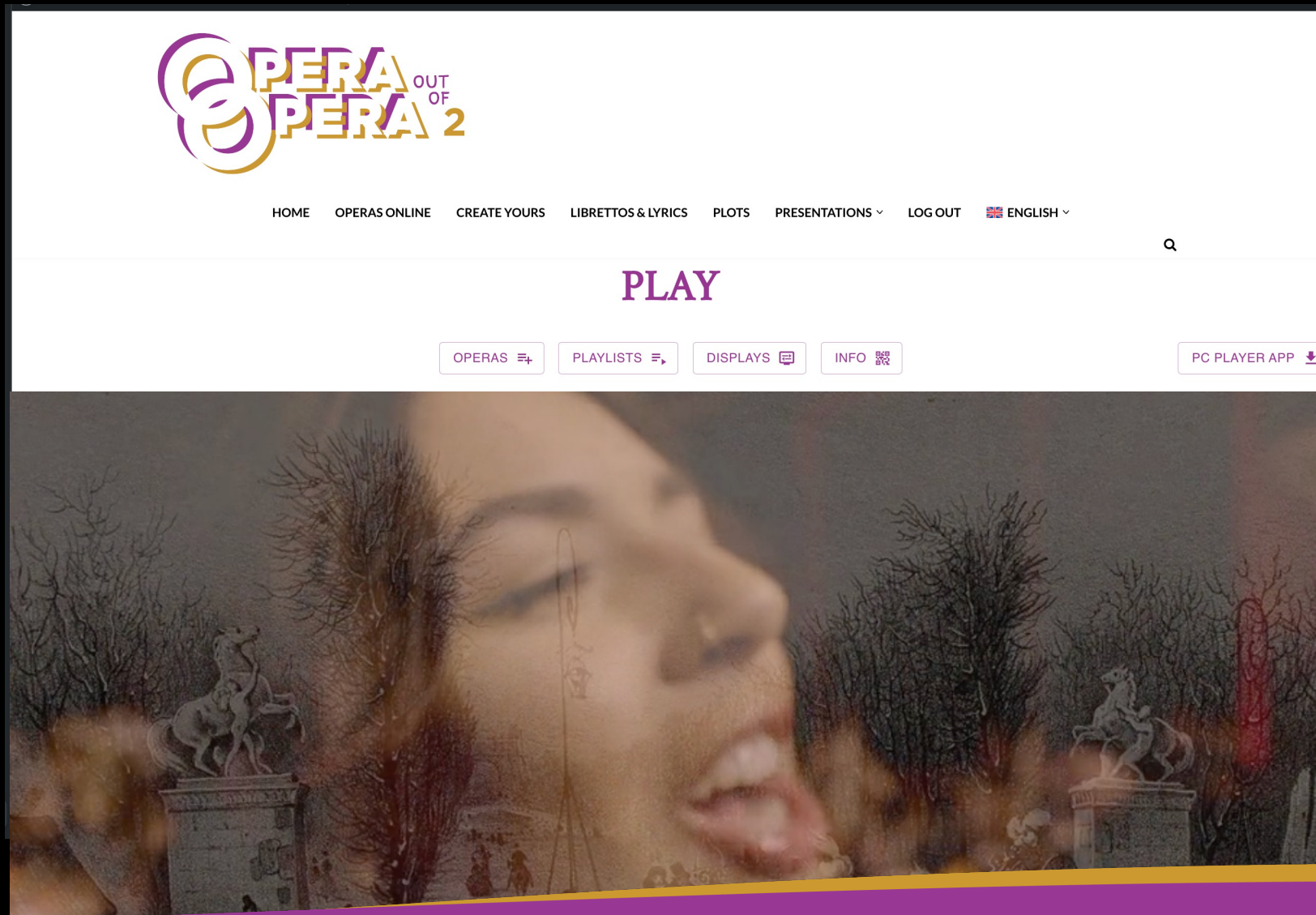
# WordPress CMS: Participative Scheme 1

Voice/Instrument Isolation through  
Generative AI addon  
Prepared by Andrii Koshman  
Nova Opera Ukraine



*Sharing more details for musicians*

# PLAY



*Immediately engaging with Web App visitor*

# MOZARTEUM INSPIRATIONAL TEASER LA BOHÈME - PUCCINI

The App:  
Pilot





# PLAY

OPERAS

PLAYLISTS

DISPLAYS

INFO



## SELECT OPERAS

*Play and related parts accessible through one page*

1

Duration: 00:00:30

Free

### The Magic Flute "To help, To help"



Curator: Mozarteum undefined

PLAY

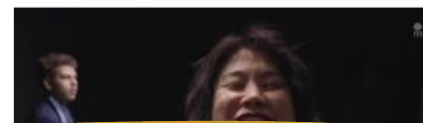
ADD

1

Duration: 00:02:53

Free

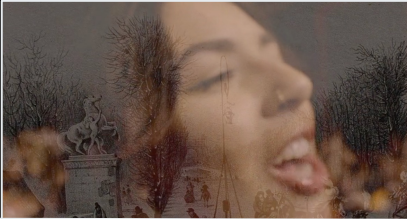
### La Bohème — Inspirational Teaser



The App:  
Play

# The Player and its Tracks

Track 1



Track 2



Track n

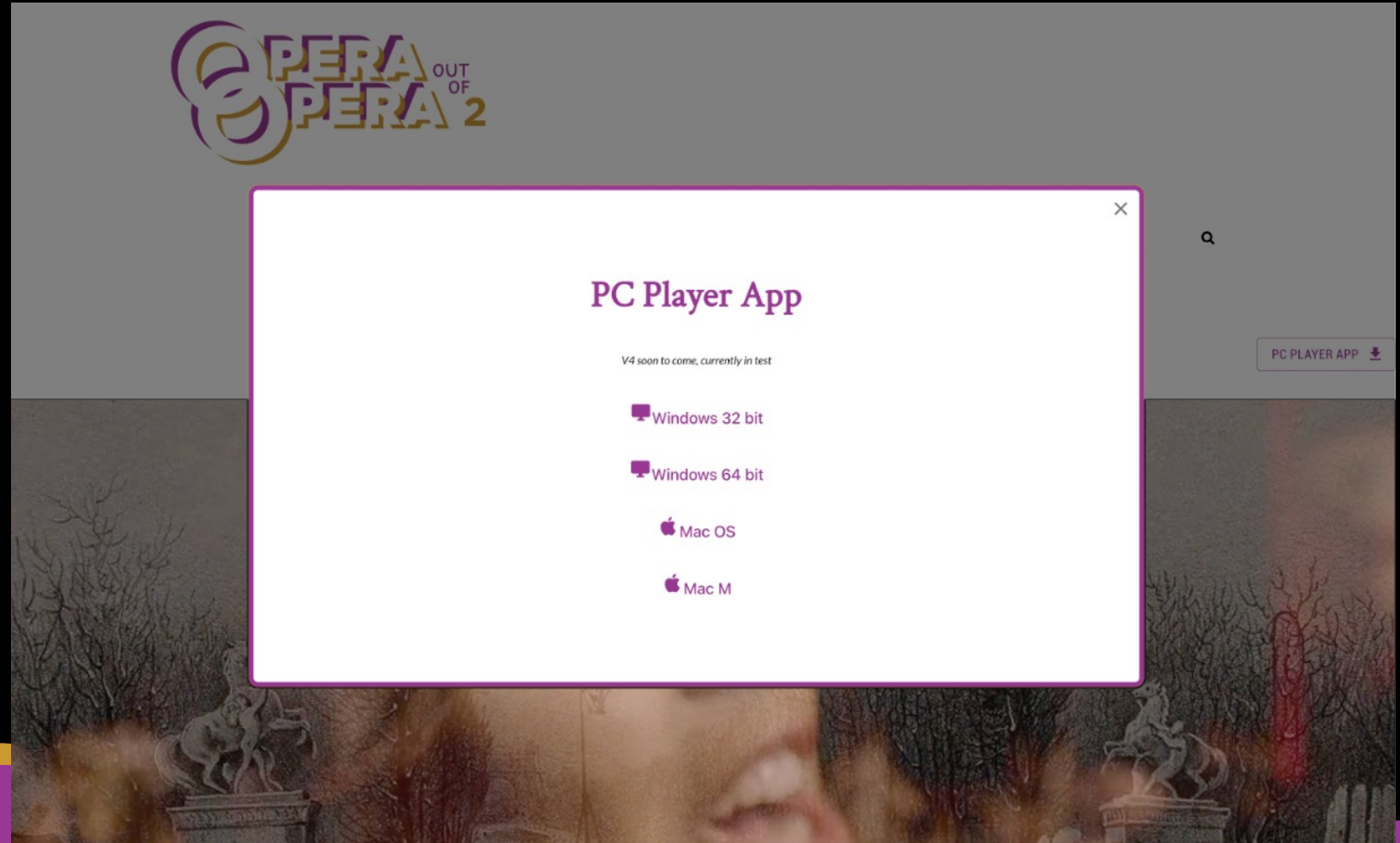


*Engagaging with more intimate captures, showing art and more classical point of views*

# The PC Player App OS Versions

Windows/Mac OS can be used:

- at home
- in classes
- for collective immersive experiences



# ADD CONTENTS

**OPERAS OUT OF OPERA 2**

HOME OPERAS ONLINE CREATE YOURS LIBRETTOS & LYRICS PLOTS PRESENTATIONS ▾ LOG OUT ENGLISH ▾

Q

## CURATE

CURATE ADD CONTENT BATCH UPLOAD LIST CONTENTS

**1** CONTENT

\*Title

\*Artist (first last or nickname)

My versions or team notes (optional)

\*Datation YYYY or YYYY-YYYY

HIDE  APPROXIMATE

**Classification**

\*Select one or many categories

- ARIA
- CLIP / DOC
- LIBRETTO
- OPERA COMIQUE

Tag 1, Tag 2 ...

Description...

The contents are specified here individually, enabling their upload, eventual credits (rights being “CC BY” for OOO2)

# LIST CONTENTS

**OPERA OUT OF OPERA 2**

HOME OPERAS ONLINE CREATE YOURS LIBRETTOS & LYRICS PLOTS PRESENTATIONS LOG OUT ENGLISH

## CURATE

CURATE ADD CONTENT BATCH UPLOAD LIST CONTENTS

Order By: Alphabetical | **Most Recent**

<p>Opera Out of Opera 1: Rigoletto</p> <p>Author: Giuseppe Verdi</p> <p>Keywords: OOO1 Datation: 2020</p> <p>Opera Out of the Opera is an audience development project for youngsters from 16 to 30 y.o., that was carried out from September 2018 to April 2020 thanks to the co-funding of the EU Programme Creative Europe. The project focuses on audience development, bringing opera out of the opera theatres, spreading its knowledge and developing</p>	<p>Opera Out of Opera 1: Salzburg, Europark shopping mall 7th March 2020</p> <p>Author: AEC - European Association of Conservatoires</p> <p>Keywords: OOO1 Datation: 2020</p> <p>Opera Out of the Opera is an audience development project for youngsters from 16 to 30 y.o., that was carried out from September 2018 to April 2020 thanks to the co-funding of the EU Programme Creative Europe. The project focuses on audience development, bringing opera out of the opera theatres, spreading its knowledge and developing</p>
<p>Opera out of Opera 1: The Project Explained</p> <p>Author: Opera Vision</p> <p>Keywords: OOO1 Datation: 2020 No Description Available.</p>	<p>Test4</p> <p>Author: Mozarteum</p> <p>No available keywords</p>

Clicking on the thumbnail or it's title enables to modify its contents

# DIGITAL OPERA CURATIONS

The App:  
Create Yours

## CURATE

CURATEADD CONTENTBATCH UPLOADLIST CONTENTS


**Create** | Update

Title | Keywords | Artists

Search for... | Categories

Contents | Operas | Tools

Show: 50 | 1-1 of 1



**Main details**

La Bohème – Inspirational Teaser

Italian

Categories

Suitable for children

**Descriptions**

English

wants to bring you closer to the action and the emotions:  
– You'll get to see the singers up close, so you can really feel

UPDATE

eng

**Rights**

Creative Commons - CC ...


All countries

UPDATE


all

Number of tracks: 1

CLEAR | SAVE



La Bohème – Inspirational Teaser - Giac...  
00:02:53.100, Video



La Bohème – Inspiration...  
Ends: 00:02:53.100

Drag and drop curation planner with dialogue for confirmations, warnings and eventual errors

# DIGITAL OPERA CURATIONS

## Participative Scheme 2

The App:  
Create Yours

The screenshot displays a digital opera curation interface. On the left, there are two large icons: a green camera icon and a blue monitor icon. The main area shows a track list with two entries:

Title	Ends
Title	00:00:05.000
La Bohème - Inspiration ...	00:00:35.000

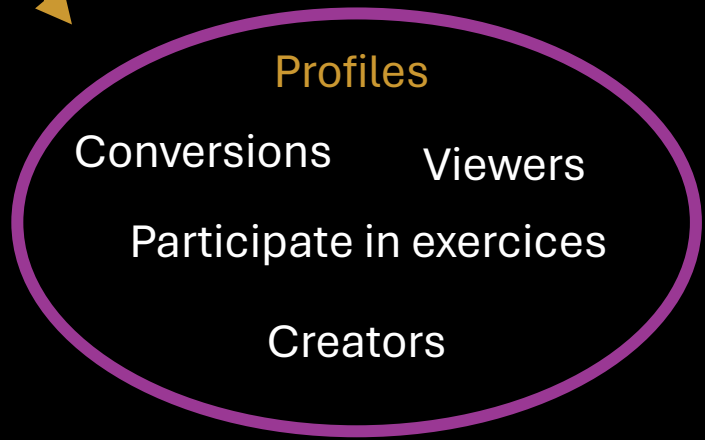
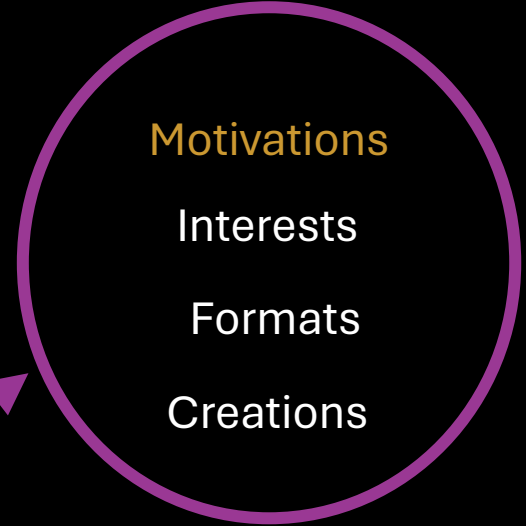
The second track is highlighted with a blue border. A dialog box titled "Alpha Channel Inserts" is open over the track list. It contains the following fields:

- Choose source: Track 1
- Source:
- Destination:
- Type:

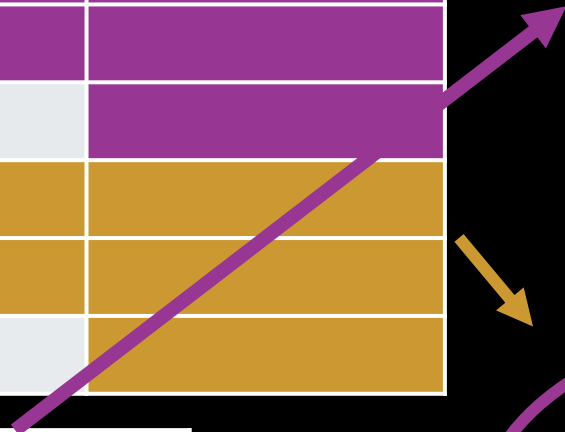
At the bottom right of the dialog box are "CANCEL" and "SAVE" buttons.

# MONITORING & EVALUATION TO REACH YOUTH AUDIENCE

Youth	Goups	10/2024	01-03/2025	Onwards
<b>IDENTIFIED</b> pre-campaign n=677	Group 1 (n=340)			
	Group 2 (n=337)			
	Group n			
<b>NON-IDENTIFIED</b>	Others 1			
	Others 2			
	Others n			



- Benefits
- Events
- Media kit
- Prime features







<https://www.operaoutofopera.eu/>

Progressively released from this month with a Call for Artists

THANK YOU