



BORN Opera Theater



OLIMPIA
College of Music & Arts
"Nurturing Natural Talent"



BORN Opera Theater

An Opera Music Project
Devised for the Youth
of Tuscia



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What is BORN Opera Theater?

«BORN» is the acronym for «Baroque Opera Revival for Newcomers», a project founded by **Olimpia College of Music & Arts**, a new private international university dedicated to Opera Studies situated in San Martino al Cimino (VT), which aims to enhance Italian Opera culture but, also Baroque and the entire international opera repertoires to higher levels.

«BORN Opera Theater» represents a project apt to develop a major conaissance and know-how of opera music across the territory, focused on a younger public aged **Under 30**, through a set of initiatives, pondered to be more easily understood by a newbie public which for the first time experience and listen opera but, also for who desires to deepen their knowledge towards a musical universe unique in its genre, an authentic cultural heritage of Italy.



The Auditorium of Via Cavour is «Reborn»

Even if the structure has a past as the **Cinema «Pidocchietto»**, of having been the **Teatro San Leonardo** afterwards orientated towards drama, and in the recent past as **Teatro Caffeina**, a cultural center of literature and drama, the former **Auditorium of Via Cavour** was in past identified as being a place fully dedicated to music. A location where were held opera representation previews, which were judged and reviewed, and if regarded of a sufficient high standard, put on stage at the Teatro Unione of Viterbo.

It's so a place where in past were assembled a severe but competent opera public, and it's with this project named «BORN Opera Theater», focused on forming a young public of new «opera addicts» in this territory, our aim to bring back an opera music culture at Viterbo, its province and in the Tuscia area, to the highest cultural levels.



BORN Opera Theater

Developing Opera Performers & Craftsmen



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The BORN Opera Experience

The «**BORN Opera Experience**» represents the first step of intensive stage experience for Olimpia College of Music & Arts singers and students. Building major confidence with the stage, performing in front of a live public and getting accustomed to this aspect, is something we consider of great importance.

This program of practical/stage performance will involve:

Olimpia Maestros & Professors

Our international cast of professionals and staff, will not only teach during the whole year but, also build combined performances with some young singers and students for special concerts or performances;

Support Program Young Singers (1st- 2nd year)

Young opera selected performers which have been carefully selected at an international level, coming from six different continents, rated to be amongst the best rising talents of opera, will perform regularly during a BORN Opera season;

Olimpia Students (2nd- 3rd year)

All Students of Olimpia will be involved at some point in the various opera shows and productions coming from the various study programs (for some these will be their first performing and working experiences in a theater);

Selected Guests

A set of opera related guests will be invited to participate in determined themed shows, enriching the whole BORN Opera Experience in innovative and surprising ways;

The Public

We wish to build a greater sense of direct interaction with the public, who will always have to be aware that at any time, any member of the public may be chosen to participate in a format of BORN Opera.



BORN Opera Theater

An Opera Program of 60
Shows per Season



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A Project in «4» Music Spaces

Like a music staff/stave formed by a «5» line staff, there are present «4» spaces. It's in these spaces that we have centered our «4» key projects of «BORN Opera Theater», for the development of the first ever «Opera Music Center for Youths» of Italy and Europe.



An Opera Program Full of Events

«Born Opera Theater» aims in proposing a program of events which will launch a 1° theatrical season, starting from the month of January till the end of June 2022. The whole program will bring on stage a total of N°60 events that will be divided in the following way (the enlisted program is hypothetical):

- ♪ N°16 recitals with soloists «Young Singers International»*
- ♪ N°2 recitals with soloists «Italian Young Singers»*
- ♪ N°6 themed concerts (Italian Baroque, Handel, Mozart, Rossini, Donizetti)
- ♪ N°6 selected operas in reduced format (with narration)
- ♪ N°12 lessons audioguide (with professors & singers)*
- ♪ N°12 opera talk-show episodes (L'Opera... Che Barba!)*
- ♪ N°4 live events & awards «Opera Renaissance»*
- ♪ N°2 project building of a new opera «Opera Renaissance Zero»*

* N°48 free events for N°200 youths Under 30 which own a «BORN Opera Card»*



BORN Opera Theater

A Season of Opera Music Events for the Youth



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1. FA - For All (Recitals, Concerts, Reduced Operas)

«BORN Opera Theater» intends to propose a series of shows and music events, centered on opera music, never done before in the Tuscia territory. For the 2022 season, the introduced formats will be the following:

RECITALS WITH SOLOISTS (18)*

Hereby are going to be involved the young singers of the special programs of Olimpia «Masterworks», «Baroque Special» and «Italian Special». The majority of these young singers are already considered amongst the most talented emerging stars of opera in their own countries. They have won several national competitions, have been finalists or winners of some of the most famous international contests. They are amongst the best young singers of the "New Generation" which will propose exhibitions of high level, performed exclusively for a young public.

THEMED CONCERTS (6)

Every month will be held a themed concert with an opera singer of international level and a couple of young singers of the special programs. N°2 concerts based upon Italian Baroque composers, and one concert, each upon Handel, Mozart, Rossini and Donizetti.

REDUCED OPERAS (6)

Every month will be put on stage a reduced opera format adapted for a newbie public with the participation of young singers of the special programs, and with the possible presence of an international opera performer. Such a format will be centered on the arias, duets, key selected opera parts, with the involvement during the intermediate points of an expert narrator that will explain the evolution of the opera from a scene to another.

BORN OPERA CARD*

It's a special card which will be available for a total of N°120 registered users for a total cost of €50 for a whole season, to follow N°48 shows/events out of N°60 in total inserted in the whole program. It's reserved for a category of people «Under 30», as an encouragement for a younger public to participate.

* Includes: recitals, reduced operas; lessons audioguide; talk-show «L'Opera... Che Barba!»; events of «Opera Renaissance». On the other N°12 shows can be activated a discount of 40-50% in respect to the designated prices of such representations presenting the BORN Opera Card.



BORN Opera Theater

Opera Edutainment for Youths & Newbies



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2. LA – Lessons Audioguide (Educational for Newbies)

It's of great importance also to develop a whole program dedicated to the music and cultural formation of our own public. For this reason «**BORN Opera Theater**» will launch a series of «**Lessons Audioguide**» held by some of the most reknown and specialized musicologists and opera experts, fully adapted for a newbie public, with the participation of some «young singers» and collaborating maestros on stage.

The «**Lessons Audioguide**» will be held two times per month and will analyze an opera in great depth, getting a public to apprehend a lot of details scarcely known, even by people of great expertise.

The hypothetical program wishes to propose the following N°12 operas for the 2022 season:

HANDEL (Rinaldo, Giulio Cesare in Egitto)

MOZART (Don Giovanni, Le Nozze di Figaro)

ROSSINI (Il Barbiere di Siviglia, La Cenerentola)

BELLINI (Norma, La Sonnambula)

DONIZETTI (L'Elisir d'Amore, Don Pasquale)

VERDI (La Traviata, Rigoletto)

STRUCTURE OF A «LESSON AUDIOGUIDE»

Part I

Introduction of the composer's history (divided in two parts in two lessons)

Estimated length: 10 minutes

Part II

Analysis of a selected opera, theme, history and details of the first representation

Estimated length: 10 minutes

Part III

Scenes performed from the selected opera with accompaniment, with detailed explanations given by the present professor/musicologist

Estimated length: 40-50 minutes

Part IV

Debate and eventual questioning/answering with the public

Estimated length: 10 minutes



BORN Opera Theater

Opera Talk-Show
Live Events & Prizes



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3. DO - Devising Original (Launching New Formats)

«BORN Opera Theater» intends to launch two brand new theatrical formats, studied to encourage a young community and opera addicts, as well as to create the conditions to attract new public types to the opera world in a more modern and innovative way.

Such sub-projects were devised for the following reasons:

- ♪ *Bring innovation upon how opera music is traditionally perceived in a modern and contemporary manner adapted to the current times*
- ♪ *Creating a direct interaction amongst a stage performer and the public*
- ♪ *Building a new «jargon» language to ease communication and apprehension for youths*
- ♪ *Presenting a set of formats in continuation during the year to form a loyal public basis*
- ♪ *Carrying out all this in a fun and carefree spirit, as these formats have been thought to become a form of «cultural entertainment» for all*



L'OPERA... CHE BARBA! (Talk-Show Live)

A show which is inspired to the american talk-shows of great success, adapted in this new formula upon opera music. Interviews with important guests of the opera world, famous artists, young singers, opera critics, bloggers, etc., always with a sense of italian comicity mixed with an angloamerican «humor». Comical sketches, various music interpositions and «challenges», with a public invited to participate more in this format, the first ever of its kind.

OPERA RENAISSANCE (Live Event)

It's a format which will be held 3-4 times each season with special guests, some atypical but, which have brought innovation in the world of opera. Unique testimonials of international reputation will be interviewed, following a brief debate on the opera theme with a compatible contamination, with at the end the awarding of a trophy for the special guest.





BORN Opera Theater

Build & Perform an Opera from Zero



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4. MI – Media International (Special Projects)

Through a set of collaborations and strategic partnerships with some of the major professionals, music maestros, international professors, musicologists but, also the participation of bloggers and influencers, will be launched the un live show named as «Opera Renaissance Zero» (Setting an Opera from Zero) in 2022 that will take place 2 times every season and will be transmitted in video streaming, with some sessions also in live streaming.

THINK

BUILD

OPERA RENAISSANCE

Selling an Opera from Zero

CHALLENGE

PERFORM

«OR Zero» has been conceived as an idea to launch through a format of brainstorming divided in 5 phases of development in 2 days, to then put on stage a representation (improvised), of a new opera divided in parts, all devised and rehearsed within 30 hours from the first meeting. A crazy concept but, which focuses on the «creativity» as well as the talent and intuition of the selected professional team of «Opera Creators» involved, of the young singers, the seated public in theater but, also the people connected on socials. Will this be a big success or turn into an «epic failure»?

I° DAY

Part I – Presentation of the Project Team (musicologist, famous opera singer, theatrical director, collaborating maestro pianist, costumist/scenographer), Trivia Quiz (with penalties), selected people from the seated public in theater and on social

Part II – First brainstorming with the assistance of the seated public (which can help or complicate the work in progress)

Part III – Second brainstorming in a private hall with the online assistance accorded with a social partner and a social public (which can help or complicate the work in progress)

II° DAY

Part I – The Project Team declares the «fantasy» Opera formed with the various different opera scenes, trying to build a credible storyline on the new opera to put on stage

Part II – A set of rehearsals are done with young singers and with the improvised scenographies and costumes found «last minute»

Part III – The grand masterpiece (let's hope) is put on stage in front of a public that will have the harsh task to «applaud» or express their negativity upon the opera representation performed live.



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