


Spring 2015  
*primavera 2015*

# opera europa CONFERENCE

The professional association of opera houses and festivals in Europe | La asociación profesional de los teatros de ópera y festivales de Europa



**Join us in Madrid  
from 6 to 8 May 2015  
¡Nos vemos en Madrid!  
del 6 al 8 mayo 2015**

## Alive and online

The launch of the Opera Europa Digital Platform in no way compromises our fervent belief that opera is best experienced live in the theatre and in the company of others who are there for the same purpose.

Madrid's opera houses continue to demonstrate the potency of live opera, despite the necessity to adapt to prevailing economic circumstances. Likewise, member companies across Europe are showing ingenuity in devising seasons which productively stretch resources in order to deliver more to audiences.

That purpose also inspires the online initiative which will be publicly launched in Madrid. At the heart of the Opera Platform will be performances streamed live from theatres; but alongside them will be shorter-form content which will provide context and enlightenment. The platform will be a fully integrated learning tool for those which wish to find out more about the world of opera.

On the final evening of the conference, delegates may choose to experience *La traviata* in the auditorium of Teatro Real, outside in the Plaza de Oriente, or via their computers or hand-held devices. In whichever form, it will be happening in real time... and very much ALIVE.

Nicholas Payne

*El Teatro Real acoge con profunda satisfacción la celebración del Congreso de Ópera Europa y lanzamiento de la plataforma digital, y da su más calurosa bienvenida a todos los participantes que han acudido a esta convocatoria en nuestra luminosa ciudad de Madrid.*

*El Teatro Real se prepara para celebrar el 200 aniversario de su fundación, que tuvo lugar en 1818, y el 20 aniversario de su reapertura en octubre de 1997, tras algunas décadas en las que la ópera estuvo ausente de su escenario. Si antes había sido uno de los grandes teatros líricos europeos, en su etapa actual ha retomado con verdadero entusiasmo su vocación de ser una ópera nacional de referencia en España de proyección internacional, esencialmente europea y latinoamericana.*

*En la andadura del Teatro Real, Ópera Europa representa ese admirable espíritu de solidaridad y cooperación con el que se viene forjando nuestra identidad europea. Y la nueva plataforma digital es una necesaria apuesta de futuro, para que la ópera siga siendo uno de los protagonistas culturales más significativos de nuestra sociedad, haciendo que la música, la lírica y la dramaturgia lleguen instantáneamente a un público más amplio.*

*Aquí queremos recordar la figura de Gerard Mortier como excelente exponente del espíritu europeísta que contribuyó decididamente a la renovación de la ópera y a lo que hoy es nuestro Teatro Real.*

## Ópera en vivo y online

*El lanzamiento de la Plataforma Digital de Ópera Europa no compromete nuestra firme creencia de que la ópera se debe experimentar mejor en vivo, en una sala de teatro y en compañía de otras personas reunidas con el mismo propósito.*

*Los teatros de ópera de Madrid siguen demostrando el potencial de la ópera en vivo, a pesar de tener que adaptarse a las determinantes circunstancias económicas actuales. Del mismo modo, el resto de miembros de Ópera Europa están demostrando un gran ingenio a la hora de diseñar sus temporadas, optimizando recursos pudiendo así llegar más fácilmente al público.*

*Este hecho también ha sido inspirador de la iniciativa online cuyo lanzamiento público tendrá lugar en Madrid. La esencia de la plataforma es la retransmisión en directo de las representaciones desde cada uno de los teatros participantes; asimismo, permitirá disfrutar de contenidos de pequeño formato que proporcionarán información adicional. La plataforma será una herramienta de aprendizaje totalmente integrada para aquellos que deseen saber más del mundo de la ópera.*

*La última noche de la conferencia, los delegados podrán elegir entre: asistir a la función de La Traviata en vivo, desde la sala, disfrutar de ella al aire libre desde la Plaza de Oriente o verla a través de sus ordenadores y dispositivos móviles. Cualquiera opción, siempre será en tiempo real... y en VIVO.*

*It is with great pleasure that the Teatro Real hosts the Opera Europa Conference and the launch of the digital platform and gives its warmest welcome to all participants who have come to the sunny city of Madrid.*

The Teatro Real is preparing to celebrate the 200th anniversary of its founding in 1818, and the 20th anniversary of its reopening in October 1997, after several decades in which the theatre was closed. Formerly it was one of the great European opera houses; today, the theatre has resumed with enthusiasm its vocation to be a national and internationally renowned opera house in Spain, Europe and Latin America.

Opera Europa represents the admirable spirit of solidarity and cooperation on which Teatro Real, and our European identity as a whole, is forged. The new digital platform is a necessary investment for the future, so that opera remains one of the most significant cultural actors of our society, so that music, poetry and drama reach wider audiences.

We would also like to remember Gerard Mortier as an excellent example of European spirit which decisively contributed to the renewal of opera and to what our Teatro Real is today.

Gregorio Marañón, presidente del Teatro Real and Ignacio García-Belenguer, director general del Teatro Real

# Programme

The opening Wednesday afternoon of the conference examines practical issues concerning the Opera Europa Digital Platform and concludes with a première at Teatro de la Zarzuela.

Strategies for reaching new audiences are central preoccupations which will bring together managers and educators in a common purpose in plenary sessions on both the Thursday and Friday of this conference. Milan and Zürich offer two prime examples within a programme which includes the launch of the digital platform and a guided visit to the superb collection at the Museo Nacional Centro de Arte Reina Sofía.

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

- GD General & Artistic Directors
- AA Artistic Administrators
- BF Business & Finance
- TP Technical & Production
- AV Audio-visual & Digital media
- ED RESEO/Education

## Wednesday 6 May 2015

09:30	Sala de ensayo Orquesta (+6)	<b>European Opera-directing Prize finalists workshops</b> 09:30-11:00 – Team 1 11:00-12:30 – Team 2 14:00-15:30 – Team 3 15:30-17:00 – Team 4
13:00	Registration opens	
14:00	Sala Gayarre (+9)	<b>Opening session</b> with Eva Kleinitz (President), Nicholas Payne (Director), Joan Matabosch (Teatro Real), Remedios Navarro (Sevilla), Paolo Pinamonti (Zarzuela)
14:30	Sala Gayarre (+9)	<b>Presentation of the Opera Europa Digital Platform</b> Marie-Laure Denay (ARTE) and Luke O'Shaughnessy (Opera Europa)
	Sala de Coro (+8)	<b>Welcome of new Opera Europa members</b> Bob Brandsen (Amsterdam), Eva Kleinitz (Stuttgart), Marisa Vázquez-Shelly (Madrid) and Gérald Philippe
15:00	Sala Gayarre (+9)	■ <b>Financial models for online streaming – partnerships with producers and broadcasters</b> ■ With Thomas Lauriot dit Prévost (Brussels), Teatro Real and Federico Llano Sabugueiro (TVE), ■ Matthew Trustram (EBU), IMZ, Daina Markova (Riga), moderated by Nicholas Payne
16:15	Coffee break	
16:45	Sala Gayarre (+9)	■ <b>Financial models for online streaming – in house production</b> ■ With Tony Followell (London ROH), Christoph Koch (Munich) and Christopher Widauer (Wiener Staatsoper), moderated by Thomas Lauriot dit Prévost (Brussels)
	Sala de Coro (+8)	■ <b>Meeting of broadcasters involved in the OEDP</b> Led by Matthew Trustram and Peter Maniura (EBU) with Luke O'Shaughnessy
18:00	End of day's sessions	
19:00	Teatro de la Zarzuela	<b>Boccherini's <i>Clementina</i></b> Conducted by Andrea Marcon and directed by Mario Gas Teatro de la Zarzuela, Calle de Jovellanos, 4
20:00	Teatro Real main auditorium	<b>Verdi's <i>La traviata</i></b> Conducted by Renato Palumbo and directed by David McVicar, with Irina Lungu, Antonio Gandía and Ángel Ódena
21:30	Teatro de la Zarzuela	Post-performance reception given by Teatro de la Zarzuela



Clementina © Teatro de la Zarzuela

## Thursday 7 May

9:00	Registration opens		
9:15	Main auditorium	<b>Welcome to Teatro Real °</b> With Gregorio Marañón, president of Teatro Real Madrid, Ignacio García-Belenguer (Teatro Real Madrid), Joan Matabosch (Teatro Real Madrid) and institutional authorities	
10:30	Coffee break		
11:00	Main auditorium	<b>Falla's <i>El Retablo de Maese Pedro</i></b> Conducted by Josep Vicent and directed by Enrique Lanz	
	Sala de ensayo Orquesta (+6)	<b>IMZ Academy: presentation of training opportunities</b>	
12:15	Coffee break		
12:30	Sala Gayarre (+9)	<b>Opera Europa Digital Platform Press launch</b> With Véronique Cayla, President of ARTE, Eva Kleinitz, president of Opera Europa and Barbara Gessler, Head of Unit Culture – Education, Audiovisual and Culture Executive Agency, European Commission	
13:30	Lunch in the Café de Palacio		
15:00	Sala Gayarre (+9)	<b>Educating through Technology °</b> With Krystian Lada (Brussels), Lucy Lowe (Glyndebourne), Jorge Prendas (Porto), moderated by Sarah Ellis (Royal Shakespeare Company)	
	Estudio de cuerda 1 (+6)	<b>Discussion on current affairs and future meetings of the Technical &amp; Production forum</b>	
16:15	Coffee break		
16:45	Sala Gayarre (+9)	<b>Keynote address °</b> <b>No future without solidarity</b> Alexander Pereira (Milano Scala)	
	Estudio de cuerda 1 (+6)	<b>Planning productions for cameras</b> Tony Followell (London ROH), François Duplat (BelAir Media), Emelie De Jong (ARTE)	
17:30	Sala Gayarre (+9)	<b>In praise of live performance °</b> Andreas Homoki (Zürich) interviewed by Nicholas Payne	
18:00	End of day's sessions		
19:30	Museo Nacional Centro de Arte Reina Sofía	<b>Visit to Museum Reina Sofía by night, with reception</b>	Sabatini Building 52 Santa Isabel Street
20:00	Teatro Real main auditorium	<b>Verdi's <i>La traviata</i></b> Conducted by Renato Palumbo and directed by David McVicar, With Ermonela Jaho, Teodor Ilincái and Leo Nucci	

° This session will be streamed online



Gallery of Museo Reina Sofía with Picasso's *Guernica* in the background © Adam Jones

## Friday 8 May

09:30	Registration opens	
10:00	Sala Gayarre (+9)	<b>General Assembly of Members</b> * – detailed agenda as of 7 April on <a href="http://www.opera-europa.org">www.opera-europa.org</a> Led by Eva Kleinitz (President) and Nicholas Payne (Director)
		■ <b>Technical guided tour</b> (reserved for members of the TP forum only)
11:30	Coffee break	
12:00	Sala Gayarre (+9)	■ <b>Production budgeting &amp; cost-efficiency</b> ■ Frans Huneker (Amsterdam), Mathieu Jouvin (Lyon), Christoph Meyer (Düsseldorf), ■ moderated by Maths Nyström (Göteborg)
	Estudio de cuerda 1 (+6)	■ <b>Discussions on developing the Audio-Visual &amp; Digital Media forum and future meetings</b> Led by Luke O'Shaughnessy
	Estudio de cuerda 3 (+6)	■ <b>Co-productions marketplace</b> * ■ Led by Peter Spuhler (Karlsruhe)
13:30	Lunch in the Café de Palacio	
15:00	Sala Gayarre (+9)	■ <b>Reaching New Audiences</b> ° ■ With Stefano Mazzonis di Pralafra (Liège), Barbara Minghetti (Como), George Isaakyan (Moscow Children), moderated by Tuula Jukola-Nuorteva (Helsinki)
	Estudio de cuerda 1 (+6)	■ <b>Benchmarking your opera company and discussion on future meetings of the Business &amp; Finance forum</b> With Mathieu Jouvin (Lyon) and Thomas Lauriot dit Prévost (Brussels)
	Estudio de cuerda 3 (+6)	■ <b>Open round-table discussion for Artistic Directors and Administrators</b> Led by Per Boye Hansen (Oslo), Gaston Fournier-Facio (Torino), David Pountney (Cardiff WNO) and Henning Ruhe (Munich)
16:30	Sala Gayarre (+9)	<b>Conference conclusions and special announcements</b> ° Peter Spuhler, president of the European Opera-directing Prize jury, Răzvan Ioan Dincă (Bucharest), Edilia Gänz (Fedora) and Eva Kleinitz, president of Opera Europa
17:30	End of day's sessions	
20:00	Teatro Real main auditorium	<b>Verdi's <i>La traviata</i></b> Conducted by Renato Palumbo and directed by David McVicar, with Patrizia Ciofi, Francesco Demuro and Juan Jesús Rodríguez
	Plaza de Oriente	<b>Verdi's <i>La traviata</i></b> on big screen – live transmission
	Wherever you like!	<b>Verdi's <i>La traviata</i></b> on your screen via the Opera Europa Digital Platform
23:00	Teatro Real Salon de Baile	Farewell party

\* Session with restricted access for Opera Europa members only

° This session will be streamed online



*La traviata* directed by David McVicar © drew farrell

# Practical information

## Registration

Conference registration includes participation at all sessions and social events, as well as one ticket to performances of your choice.

Please indicate your choice on the registration form. Additional seats are available for purchase.

<b>Rates</b>		after 15/04
<b>Members</b>		
▪ first participant	€300	€350
▪ additional participants	€250	€300
<b>Non-members</b>		
▪ first participant	€600	€650
▪ additional participants	€450	€500
<b>Youth (under 30)</b>	€200	€230

## Getting there

### Via Madrid-Barajas airport

#### By Metro:

From Madrid-Barajas airport, it is possible to take the metro.

Line 8 to Nuevos Ministerios, then line 10 and stop at Alonso Martínez. Finally, line 5 to Opera. The journey time is approx. 45 minutes.

#### By Taxi:

The journey time is approximately 25 minutes and it costs 30€ from the airport to the centre of Madrid.

### Getting to the Reina Sofia Museum from the Teatro Real

From Opera metro station, line 2 to Puerta del Sol. Then, line 1 to Atocha. The museum is a 3 minute walk away. The journey time is approx. 20 minutes.

### Getting to the Teatro de la Zarzuela from the Teatro Real

From Opera metro station, line 2 to Sevilla. The journey time is approx. 12 minutes. You can also walk there in 15 minutes.

## Registro

*El registro de la conferencia incluye la participación en todas las sesiones y eventos sociales, así como una entrada para una de las funciones propuestas.*

*Por favor, indique su elección en el formulario de registro. Habrá localidades adicionales disponibles para su compra.*

<b>Tarifas</b>		después del 15/04
<b>Miembros</b>		
▪ Primer participante	€300	€350
▪ Participantes adicionales	€250	€300
<b>No miembros</b>		
▪ Primer participante	€600	€650
▪ Participantes adicionales	€450	€500
<b>Joven (menor de 30)</b>	€200	€230

## ¿Cómo llegar?

### Desde el aeropuerto Madrid-Barajas

#### En metro:

*Desde el aeropuerto de Madrid-Barajas hasta el centro de la ciudad, es posible coger el metro.*

*Línea 8 hasta la estación Nuevos Ministerios. Después, línea 10 hasta la estación Alonso Martínez y por fin, línea 5 hasta la estación Opera. El trayecto dura aprox. 45 minutos.*

#### En taxi:

*El precio de un taxi del aeropuerto de Barajas al centro de Madrid cuesta 30€. El trayecto dura aprox. 25 minutos.*

### Para ir al Museo Reina Sofía desde el Teatro Real

*Línea 2 hasta Puerta del Sol. Cambiar a la línea 1 hasta Atocha y después, andar hacia el Museo Reina Sofía. El trayecto dura aprox. 20 minutos.*

### Para ir al Teatro de la Zarzuela desde el Teatro Real

*Línea 2 hasta Sevilla y luego andar hacia el Teatro de la Zarzuela. El trayecto dura aprox. 12 minutos. También puede ir andando (15 minutos).*

## Hotels

### HOTEL EXE COLOSO \*\*\*\*

Calle Leganitos, 13, 28013 Madrid  
www.exehotelcoloso.com

Individual Double rooms 92€  
Double rooms 110€  
(Prices valid until 30 March)

### HOTEL EMPERADOR \*\*\*\*

Gran Vía, 53, 28013 Madrid  
www.emperadorhotel.com/

Individual Double rooms 130€  
Double rooms 142€  
(Prices valid until 13 March)

### HOTEL ME MADRID \*\*\*\*\*

Plaza de Santa Ana, 14, 28012 Madrid  
http://www.melia.com/

Individual Double rooms 211€  
Double rooms 232€  
(Prices valid until 6 April)

### HOTEL PALACIO DE TEPA \*\*\*\*\*

Calle de San Sebastián, 2, 28012 Madrid  
www.nh-collection.com/es/hotel/  
nh-collection-madrid-palacio-de-tepa

Individual Double rooms 219€  
Double rooms 242€  
(Prices valid until 6 April)

### HOTEL NH ALBERTO AGUILERA \*\*\*

Calle de Alberto Aguilera, 18, 28015 Madrid

http://www.nh-hoteles.es/hotel/  
nh-madrid-alberto-aguilera  
Individual Double rooms 88€  
Double rooms 98€  
(Prices valid until the 1st April)

### HOTEL NH ALONSO MARTINEZ \*\*\*

Calle de Sta Engracia, 5, 28010 Madrid  
http://www.nh-hoteles.es/hotel/  
nh-madrid-alonso-martinez

Individual Double rooms 117€  
Double rooms 126€  
(Prices valid until the 1st April)

Please mention the code OPERA EUROPA when booking these recommended hotels.

*Por favor, mencione el código OPERA EUROPA en la reserva.*

# Opera Europa Digital Platform

**Opera Europa Digital Platform** is an online platform for the promotion and enjoyment of opera. It is designed to appeal equally to those who already love opera and to those who may be tempted to try it for the first time.

**Opera Europa Digital Platform** will offer a range of content from the most popular titles to the most innovative:

- a showcase complete opera each month from one of 15 partner theatres
- tantalising highlights from productions throughout Europe
- curated documentary material setting operas and opera houses within a wider cultural context
- a rich archive bringing history to life for today's audiences
- a forum for developing technical capabilities

**Opera Europa Digital Platform** is a partnership between Opera Europa, representing 155 opera companies and festivals; the cultural broadcasting channel ARTE; and 15 carefully selected theatres from across Europe. It is supported by the EC's Creative Europe programme and by the European Broadcasting Union (EBU). It welcomes contributions from all those committed to sharing opera with a wider public.

Every opera producer, large or small, is encouraged to participate in this gathering of those committed to bring opera to a wider audience. It is in your company's interest to add its unique voice. It is in opera's interest to sing with a common voice.

There is still time if your theatre would like to be part of this new initiative and provide content for our platform.

All content is welcome whether it is production clips, interviews, drawings, behind the scenes documentaries, ... the more diverse, the better.

Our editorial committee will meet again soon so please contact Luke ([luke@opera-europa.org](mailto:luke@opera-europa.org)) with your ideas and he will take you through the submission process.

## Save the dates

12-13 March 2015

Audio-visual & Digital Media forum meeting, ARTE, Strasbourg, France

13-14 March 2015

Marketing & Communications forum meeting, Opéra national du Rhin, Strasbourg, France

15-17 March 2015

Conference on modern opera and musical theatre at Teatr Wielki, Poznan, Poland

9-11 April 2015

Costume, Make-up & Wig forum meeting, Den Norske Opera og Ballett, Oslo, Norway

6-8 May 2015

**Opera Europa Spring Conference, Teatro Real, Madrid, Spain**

8-10 May 2015

European Opera Days  
– Opera alive and online

14-16 May 2015

RESEO conference – Opera for toddlers  
Lisbon, Portugal

12-14 June 2015

HR forum meeting at Royal Danish Opera, Copenhagen, Denmark

17-22 August 2015

Opera Management Course  
Festival Castell de Peralada, Spain

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TEATRO REAL

# DISCOVER THE NEW SEASON

OPERA 15\_16



## Roberto Devereux Donizetti

B. Campanella · A. Yurkevych · Alessandro Talevi 22 september\_8 october 2015

## Händel Alcina

Christopher Moulds · David Alden 27 october\_10 november 2015

## Rigoletto Verdi

Nicola Luisotti · David McVicar 30 november\_29 december 2015

## Mozart Die Zauberflöte

Ivor Bolton · Barrie Kosky 16\_30 january 2016

## Das Liebesverbot Wagner

Ivor Bolton · Kasper Holten 19 february\_5 march 2016

## Benjamin Written on Skin

Christopher Purves · Barbara Hannigan 17 march 2016



## Parsifal Wagner

Semyon Bychkov · Paul Weigold · Claus Guth 2\_30 april 2016

## Verdi Luisa Miller

James Conlon 23\_26 april 2016

## Moses und Aron Schönberg

Lothar Koenigs · Romeo Castellucci 24 may\_17 june 2016

## Ullmann Der Kaiser von Atlantis

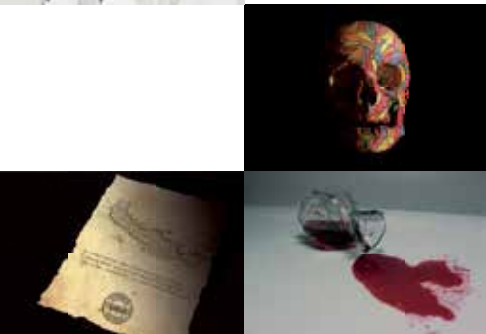
Pedro Halffter · Gustavo Tambascio 10\_18 june 2016

## I Puritani Bellini

Evelino Pidò · Emilio Sagi 4\_24 july 2016

## Verdi I due Foscari

P. Heras-Casado 12\_18 july 2016



More information: Box office · 902 24 48 48 · [www.teatro-real.com](http://www.teatro-real.com)