IMMERSIVE OPERA
Join us at Finnish National Opera & Ballet in Helsinki from 27-30 May 2020
8th Sofia Summer Wagner Strauss Festival

Richard Wagner

31.06.2020 - 18:00
Parsifal

2.07.2020 - 18:00
Die Walküre

Richard Strauss

5.07.2020 - 18:00
Elektra

www.operasofia.bg
Finnish National Opera and Ballet have been pioneers in reimagining the position of a cultural institution in society. They have developed a holistic vision. So, when they proposed hosting a conference with the theme of Immersive Opera, it was difficult for Opera Europa to say no.

Helsinki in May, when the sun shines and the flowers bloom, is, in any case, an enticing prospect. The spacious halls of the modern Opera House, sited on the shores of the Töölönlahti Bay, offer a welcoming ambiance for both structured and informal discussion. Our dates coincide with the second instalment of FNO’s new Ring cycle under the musical direction of Esa-Pekka Salonen. There will be performances of Die Walküre at either end of the conference.

Salonen is also a driving force behind their Opera Beyond project, alongside Artistic Director of the Opera Lilli Paasikivi. Launched last year, and with €1 million of private funding, it is already attracting international attention and will be the subject of a 2-day event on the Monday and Tuesday of our conference week. There will be a presentation of its aims and ambitions on our opening Thursday afternoon 28 May, followed by opportunities for delegates to ask questions and contribute to the dialogue during interactive break-out sessions. They may also enjoy the immersive experience of Laila, the short XR opera being created on-site by Salonen and Paula Vesala.

General Director Gita Kadambi has fostered a collaborative approach which brings together different sections of the company and is reflected by their outward-looking approach to the public and by their friendly website www.oopperabaletti.fi. Friday’s programme will explore some currently urgent managerial issues, as well as featuring Opera Europa’s annual General Assembly of members and Co-production Marketplace.

Finnish National Opera is one of the founding partners of OperaVision and has a strong media presence and education and outreach programme. OperaVision partners will convene on 29 May to decide on the future development of the free digital opera platform from 2021 onwards. Do not miss this occasion!

The conference concludes on Saturday 30 May by looking at ways in which opera, and ballet, may develop as vibrant arts for tomorrow. That morning will begin with selected ‘provocative’ interventions; but we encourage you to add your voice and to ‘immerse’ yourself in the debates.

Nicholas Payne
The conference kicks off on Thursday afternoon, immersing participants in Opera Beyond, but you might choose to travel earlier and attend Wednesday’s Die Walküre and the pre-conference discussions on Thursday morning. The Thursday evening programme includes ballet. Friday offers a choice of sessions involving artistic, business, HR and technical participants, plus the annual General Assembly, and a selection of performances. Saturday seeks to identify ways forward for the art of opera, before another performance of Die Walküre.

Monday 25 & Tuesday 26 May

Opera Beyond conference

Wednesday 27 May

17.00 Die Walküre conducted by Esa-Pekka Salonen and directed by Anna Kelo

Thursday 28 May

09.30 HRP Registration opens at Töölönlahti entrance
10.00 TP State of the Union and open discussion
   Led by Timo Tuovila (Helsinki)
   HR Code of conduct
   Open discussion led by Hanna Fontana (Helsinki)
11.00 Coffee break
11.30 The Future of Work - How do we lead and reach the millennials in the future?
   Laila an interactive work by composer Esa-Pekka Salonen, dramaturg Paula Vesala and Ekho Collective (duration 10min, pre-registration required)
13.00 Lunch break
13.15 Main conference registration opens at Töölönlahti entrance
14.00 Conference opening address
   Hanna Kosonen, Minister of Science and Culture; Esa-Pekka Salonen, Artistic partner of FNOB; Gita Kadambi, General Director of FNOB
14.45 Opera Beyond presentation
   Lilli Paasilinna, Artistic Director Opera, and FNO team
15.30 Coffee break
16.00 AR, VR, XR, what does this mean to me?
   Breakout discussions based on Opera Beyond:
   4 Groups: Artistic; Audiences; Business & Fundraising; Technical
   Moderated by Henning Ruhe (Göteborg), Alexandra Stamper-Brown (Düsseldorf), Anna Maria Meo (Parma), Bob Bransden (London ROH)
17.30 End of sessions
19.00 Alice in Wonderland - Ballet choreography by Jorma Elo
21.30 Post-performance reception

Alice in Wonderland
Friday 29 May

09.00  Registration opens at Töölönlahti entrance

09.30  **Enabling productive working practices**
Ignacio García-Belenguer (Madrid), Anna Maria Meo (Parma), Lilli Paasikivi (Helsinki), Steven Foulston (London ROH) moderated by Richard Mantle (Leeds)

  **How does a country of 5 million people have such a vibrant opera scene?**
With Anna Kelo (Helsinki), Essi Luttinen (Ooppera Skaala), Ville Matvejeff (Savonlinna), Kaisa Näränta (Teatro Productions Oy), Kertu Orro (Saaremaa Opera) moderated by Kaisa Rönkkö (Music Finland)

10.00  **Vickan & Väinö** children’s opera at Alexander Theatre

10.45  Coffee break

11.15  **GDBFHRTP Imperatives for new operating models**
Aviel Cahn (Geneva), Åsa Jansson (Göteborg), Annilese Miskimmon (Oslo/London ENO), Francesca Orazi (Torino), Valentí Oviedo (Barcelona), moderated by Mathieu Jouvin (Paris TCE)

**GDADBF OperaVision partners meeting**
Led by Nicholas Payne & Luke O’Shaughnessy with representatives of all OV partner companies

Tour of State of the Art solutions by Finnish National Opera & Ballet
Or
New way to lead opera or new way to lean opera company

12.30  Lunch

14.00  **Opera Europa General Assembly** (Opera Europa members only)
Chaired by Birgitta Svendén (President)

Tour of State of the Art solutions by Finnish National Opera & Ballet
Or
New way to lead opera or new way to lean opera company

15.00  Coffee break

15.30  **GDADIP Marketplace for co-productions** (Opera Europa members only)
Led by Valérie Chevalier (Montpellier)

**TP Discussion on future meetings**

Tour of State of the Art solutions by Finnish National Opera & Ballet
Or
New way to lead opera or new way to lean opera company

17.00  Helsinki City reception at City Hall

19.00  **Helsinki Philharmonic Verdi Requiem** at MUSIIKKITALO, Konserttsali
Conducted by Bertrand de Billy

  **Laila** an interactive work by composer Esa-Pekka Salonen, dramaturg Paula Vesala and Ekho Collective (duration 10min, pre-registration required)

  **Norma** at Sello sali in Espoo (30min journey by public transport on your own)
Conducted by Chloé Dufresne and directed by Ville Saukkonen

---

**Tour of State of the Art solutions by Finnish National Opera & Ballet**
XR Tool (Zoan, Varjo), Media Archive (Sofia Digital), Equipment, Storage and Transport (Trail), Spatial sound of Laila (Genelec), Zero latence conducting system

**New way to lead opera or new way to lean opera company**
How openness, transparency and daily management from top management to workshops increase productivity, better working atmosphere, safety and release more resources for art
Saturday 30 May

09.00 Registration opens at Töölönlahti entrance

09.30 **How to develop Opera as an art for tomorrow**
Short provocations from: Renata Borowska-Juszczyńska (Poznań), Patricie Částková (Brno), Clemente Ciarrocca (Konscht Maschinn), Daisy Evans (Silent Opera), Heribert Germeshausen (Dortmund), Galyna Grygorenko (Ukraine), Ville Salonen (Opera BOX), Jan Vandenhouwe (Opera Vlaanderen), leading to interactive debate in the round

**Challenges of programming opera and dance**
Birgitta Svendén (Stockholm), Jan Burian (Prague), Bob Brandsen (London ROH), Anton Getman (Moscow Stanislavsky), Luc Joosten or Damia Carbonell (Amsterdam), moderated by George Isaakian (Moscow Young Audiences)

10.45 Coffee break

11.15 **How will the future look?**
Case studies from Michael Bojesen (Malmö), David Collins/Dominic Gray (Leeds), André Heller-Lopes (Rio de Janeiro) moderated by Lauri Pokkinen (Helsinki)

**Opera Europa services: the new website and Operabook**
Workshop led by Audrey Jungers

12.15 Conference conclusions

12.30 Light lunch

14.00 **Die Walküre** by Richard Wagner
conducted by Esa-Pekka Salonen and directed by Anna Kelo
PRACTICAL INFORMATION

For full practical information including the registration form, a list of participants, and a larger hotel selection, please visit the event page on our new website: https://opera-europa.org/event/spring-conference

GETTING THERE

International flights to Helsinki Airport

- Regular train transfers to Helsinki Central Railway Station, HSL/HRT (Helsinki Region Traffic) single ticket is €4.60 (zones A, B and C) and can be purchased at the airport. Helsinki region route planner https://reittiopas.hsl.fi/
- Finnair City Bus from Airport to Hesperia park bus stop (near Opera House) is 6.80€ and roundtrip 12.60€ (prices change in March 2020).

HOTELS

Here are a few options both close to the venue and in the city center. For the full list and details of booking codes, please visit our event page: https://opera-europa.org/event/spring-conference

Scandic Park Helsinki
Mannerheimintie 46, 00260 Helsinki
169€ single room / 189€ double room

Original Sokos Hotel Helsinki
Kluuvikatu 8, 00100 Helsinki
140€ single room / 160€ double room

Radisson Blu Aleksanteri Hotel
Albertinkatu 34 00180 Helsinki
140€ single room / 160€ double room

DATES
27.05.2020 - 30.05.2020

VENUES

- Finnish National Opera and Ballet
  Helsinginkatu 58
  00250 Helsinki
- Helsinki City Hall
  Pohjoisesplanadi 11-13,
  00170 Helsinki
- MUSIikkitalo
  Mannerheimintie 13 A
  00100 Helsinki
- Alexander Theatre
  Bulevardi 23-27
  00180 Helsinki
- Sellosali (not on map)
  Soittoniekanaukio 1 A
  02600 Espoo

REGISTRATION

Conference registration includes participation at all sessions and social events, as well as three tickets to performances of your choice. Additional seats are available for purchase.

Rates

Members
- first participant  €300  €350
- additional participants  €250  €300
Non-members
- first participant  €600  €650
- additional participants  €450  €500
Youth (under 30)  €200  €230
SAVE THESE DATES

26-28 March 2020
AUDIENCE DEPARTMENTS: FRENEMIES?
Joint Audio-Visual & Digital Media, Education, Fundraising, and Marketing & Communications forum – Croatian National Theatre Zagreb
Dubravka Vrgoč and her team welcome four different specialist groups for the common cause of working together to deliver opera to audiences.
Registration includes 2 performance tickets plus meals and receptions
Details and registration from celia@opera-europa.org

23 April 2020
IAMA Opera Day as part of the annual conference of the International Artist Manager’s Association – Gran Teatre del Liceu Barcelona
IAMA welcomes Opera Europa members to its afternoon at Gran Teatre del Liceu for a joint session followed by a reception. The programme will be introduced by a presentation of Operabook, Opera Europa’s custom online resource for opera professionals.
Registration via www.iamaworld.com/events/schedule/iama-international-conference

5-6 May 2020
Technical Management & Set Workshops forum – Opera Vlaanderen Antwerp
Details and registration from celia@opera-europa.org

13-16 May 2020
OPERA America’s 50th Annual Opera Conference – Seattle Opera with Opera Volunteers International.
Attracting some 750 delegates, this year’s event will hold a special significance for Opera in America. Its aim is to catalyse a field-wide effort to improve strategies for research, collaboration and leadership that will increase opera’s civic impact, underpin philanthropy, attract new audiences, and build the case for opera.
Free registration is offered for Opera Europa members.

27-30 May 2020
IMMERSIVE OPERA
Opera Europa’s spring Conference – Finnish National Opera and Ballet Helsinki
Detailed programme on pages 4, 5 and 6. Practical and registration details on page 7.
Details and registration from susanna@opera-europa.org
REGISTER NOW FOR BEST RATES!

23-29 August 2020
Opera Management Course
Hosted by Lviv National Opera and Ballet Theatre, Ukraine
APPLICATIONS OPEN!

19-22 November 2020
Opera Europa Autumn Conference – Festival Donizetti in Bergamo, Italy
Further details during the summer but SAVE THE DATES NOW!