25 October 2019

Why a World Opera Day?

The initiative of World Opera Day is the result of shared discussions between members of OPERA America, Opera Latinoamérica and Opera Europa, and representatives of the opera field from the rest of the world, at the first World Opera Forum hosted by Teatro Real Madrid in April 2018.

World Opera Day is not only a celebration of Opera – as National Opera Week or European Opera Days might have been – but also an awareness campaign of the positive impact and value of Opera for society.

Opera as well as the arts contributes to developing tolerance and understanding, opening minds, and getting people in touch with strong universal emotions. Just as much as sport shapes a healthy body, the arts shape a healthy mind.

When is World Opera Day?

World Opera Day will be celebrated on 25 October 2019. The date chosen for World Opera Day is no coincidence. 25 October is the birthday of Georges Bizet and Johann Strauss II, composers of possibly the world’s most famous opera and operetta.

This initiative aims to become annual, on the fixed date of 25 October.

Who is celebrating World Opera Day?

The recognition of a common need and desire for advocacy for the arts in general, and opera in particular, led the three organisations – OPERA America, Opera Latinoamérica and Opera Europa – to join forces to launch a first World Opera Day; but they count on the support of numerous partners in doing so. National Opera organisations, such as Opera.ca (Canada), Réunion des Opéras de France (France), Opera XXI (Spain) and Opera & Music Theatre Forum (UK) have already committed to take part in this campaign as have the National Centres for Performing Arts in China and India.

The coordination team is also in contact with UNESCO and ITI (International Theatre Institute) to gain wider clout.

It is an art form that expresses intense human emotions. Opera is timeless. Luciano Pavarotti was known for saying that he would want there to be opera on the moon, if we were ever to live there. The combination of artful theatricality, powerful themes, music and the unique physical challenges of the performance keeps opera exciting and relevant.

Ron Howard, American actor and film director

Mens sana in corpore sano.

A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic, inspirational and economic legacies – all of the things that quite literally make us who we are.

UNESCO
How can you celebrate World Opera Day?

In practical terms, World Opera Day will be a day when our members but also other opera companies, along with opera lovers, opera professionals and opera-related people may show and celebrate the value of the art form.

Our aim is not to impose a formula but to coordinate many local actions. While companies may want to bring their art to the people, initiatives should respond to local needs. If the company is not able to organise something, call upon your audience for their support and make sure your community is involved in this important PR exercise.

Do you have a performance on 25 October?

Would you like to show your company’s concern for other causes? Organise a fundraising initiative to the benefit of a local charity! Crowdfund via your programme booklet sales to help the geriatric ward of a hospital organise musical events for its patients. Have your artists sell pins to raise money for a homeless shelter, or even pass a hat around your audience before the show.

No artistic activity planned that day?

Does your company run a social and outreach programme that benefits your community? Now is the time to shine a light on your efforts, and show the impact of Opera. Bring your company out of the house to meet your community and raise spirits. Visit a prison with your chorus. Give singing classes in a school. Invite disabled people to a recital.

Culture is the widening of the mind and the spirit.
Jawaharlal Nehru, first Indian Prime Minister
What is your responsibility?

To make sure that positive communication about Opera circulates on 25 October!

Individual cultures and ideologies have their appropriate uses but none of them erase or replace the universal experiences, like love and weeping and laughter, common to all human beings.

Aberjhani, American author

Communicating World Opera Day

We invite you to use the common logo developed for World Opera Day in all communication about that day. Later this summer, the logo will be shared in various usable formats.

Our social media campaign will revolve video messages from Opera ambassadors, from famous artists to people who have benefitted from being brought in contact with Opera.

A common website – www.worldoperaday.com – will serve as united platform to present all coordinating parties and partners of the initiative.

A press conference will be held in Strasbourg on 24 October, on the first day of Opera Europa’s Building Bridges conference.

World Opera Day will be part of OPERA America’s 50th anniversary celebration launch.

OperaVision will stream a special programme of iconic opera titles, with productions from around the world.

We are working on recruiting Ambassadors – popular figures related to opera – to bring the message to wider crowds.

The only way to guarantee reach for this event is if every participant, staff member, artist, supporter of the opera spreads the word. Social media campaigns will cross-fertilise with the use of these common hashtags: #LoveOpera #WorldOperaDay

Stay in touch

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