

World Opera Day 2022 – Unboxing Opera

Tuesday 25 October 2022 will be the 4th edition of World Opera Day and an opportunity to unbox opera!

Unboxing Opera refers to the millions of videos where users unbox products in front of their camera, revealing the received object, analysing and explaining it to their virtual audience. The very enthusiastic videos reflect the emotion and excitement someone can feel when discovering something new. Beyond the reference to those videos, 'unboxing opera' quite clearly evokes the idea of bringing theatre out of a rigid place and suggests breaking the limits of the art form. **Unboxing Opera** will give the opportunity to a wider audience to discover new facets of opera, to deepen their knowledge about it and to be surprised and touched by the art form.

TAKE ACTION

World Opera Day is the opportunity to show the value of opera for society to your community. Participate in the worldwide initiative with a live or online activity that reflects this year's theme *Unboxing Opera*.

Open your theatre and allow the curious to discover some secrets of the opera and to share their experiences and reactions on social media; bring opera music in a public space; launch a community programme or a digital project on that day; reveal some unknown aspects of your work through videos on social media... The possibilities are infinite! It's up to you to find the best way to engage with your audience and beyond.

COMMUNICATIONS

To be part of the World Opera Day celebrations and integrate the coordinated communication plan, **please use our tools which you can find in the following shared drive**, containing the World Opera Day logo, the Unboxing Opera visuals (in different languages) and the World Opera Day animated logo, for videos: <https://drive.google.com/drive/folders/1cdOXDsaOj3aCGyvFxFm0NoNnRgyYnqZC?usp=sharing>

In all social media, please **use #WorldOperaDay and #UnboxingOpera** as our unifying hashtags. Please let celia@opera-europa.org know about your contribution to World Opera Day, so that we may integrate its promotion into our communication plan.

Opera Europa will coordinate the World Opera Day initiative in the coming weeks through:

- The publishing of a press release mid-October featuring the various initiatives for World Opera Day, to 800 press and international media contacts.
- The partnership and communication with numerous organisations including OPERA America, Opera Latinoamérica, Réunion des Opéras de France, Opera XXI, Opera UK, OperaNorge, ATIT, Deutscher Bühnenverein, FEDORA, reseo, ECHO, AEC, ITI and others.
- The coordination the **#WorldOperaDay** and **#UnboxingOpera** campaign on social media via the Opera Europa Facebook and Twitter page, the Instagram World Opera Day account and the OperaVision TikTok account. Join the movement online!

OPERAVISION

The free opera-streaming platform has prepared a special **Unboxing Orpheus programme**, revealing all facets of the famous myth, with four different versions shared during the month of October (*Orfeo ed Euridice*, *Orphée aux Enfers*, *Orfeo* and *Orpheus* - after Monteverdi).

On World Opera Day, OperaVision will stream **Golden Crown**, from Ukrainian composer Borys Lyatoshynsky, in a co-production project of six opera houses from cities around the world: Helsinki, Lviv, London, Rome, San Francisco and Warsaw.

Share your story on World Opera Day. Join us on 25 October!

Please write to celia@opera-europa.org for any World Opera Day matter.

www.worldoperaday.com

[instagram.com/worldoperaday](https://www.instagram.com/worldoperaday)