



Manifesto

Each year on the weekend closest to 9 May (Europe Day), opera houses in Europe and beyond open their doors to new and existing audiences to celebrate the art of opera and the talent of those who make it.

The European Opera Days celebrate opera as an art form. Their aim is to help bring opera into the mainstream of cultural practice and to enhance its appreciation in today's society.

Opera is the European art form *par excellence*, because it overcomes national and linguistic barriers through the universal language of music. Its core values and themes are central to European culture, which is part of our common identity. For this reason, the European Opera Days are celebrated on the weekend closest to **9 May, Europe Day.**

Opera today is alive and kicking. It explores unconventional spaces and forms, uses state-of-the-art technology and draws inspiration from the world in which we live today. It plays a major role in contemporary artistic and cultural life and contributes to the development of a **creative society.**

Opera reaches out to everyone. Europe needs a creative society in order to develop - just as opera needs the involvement of its audiences if it is itself to develop and remain an innovative art form, central to our lives. Access to opera should therefore be promoted for all European citizens.

Opera companies are invited to:

- organise free activities for existing and new audiences: creative workshops, guided tours, debates and lectures, open rehearsals, special performances or happenings
- design their activities around a specific annual theme
- include the European Opera Days logo on all their communication tools (posters, flyers, press releases, website, etc) and mention the European Opera Days as an umbrella initiative in their local events. They should provide a link to the dedicated website www.operadays.eu wherever possible
- convey the press material prepared by the EOD team to their local and national press
- coordinate their action and communication with other participating opera companies in their country
- involve as many departments as possible within the company, celebrating the contributions of all to this form of art. To enhance internal and external communication with the European Opera Days team, a coordinator should be selected within each opera house
- work with local associations in order to implant opera firmly in their social environments and attract new audiences

This year, Opera Europa and RESEO invite you to organise festive events that will resonate throughout Europe on **7 and 8 May 2011!**

The suggested theme is: **Young ears – opera for young audiences**

During these days, we shall also be inviting participants to support the campaign of **Culture Action Europe**, the European political platform for Arts and Culture, aimed at a strengthened recognition of the role of arts and culture in our societies, and asking European decision makers to continue supporting culture in the upcoming EU financial perspectives 2014-2020. More information shall be sent out at a later stage (www.cultureactioneurope.org).