









### Index



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# Introduction

- → What is VIVA EUROPA 2010?
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#### What is VIVA EUROPA 2010?

- ★ VIVA EUROPA 2010 is a European cultural event integrated within 2010 European Year for Combating Poverty and Social Exclusion.
- It consisted in the transmission, free for the general public, of a live performance of Georges Bizet's opera *Carmen*, for showing on big screens in public places. The performance was broadcast from Palau de les Arts Reina Sofía in Valencia, Spain, to all the cities which joined the project.
- The main objective of VIVA EUROPA is to promote the European sense of community, offering a shared European experience around the European Year, by simultaneously giving a live transmission to be enjoyed by citizens in Europe, through a relevant cultural form of expression deeply rooted in European tradition: opera.
- This initiative was born in 2009, as a European cultural event associated with the 2009 European Year of Creativity and Innovation, with the live transmission of Wagner's opera *Die Walküre* from Palau de les Arts Reina Sofía in Valencia. In the first edition of VIVA EUROPA over 15,000 citizens in nine European cities simultaneously shared this major cultural event.
- \* In 2010, European Year for Combating Poverty and Social Exclusion, 43 cities from 17 European countries participated in VIVA EUROPA.
- ✓ VIVA EUROPA 2010 was a great success, allowing to bring an important event closer to the European citizens. This cultural activity, as well as educational, falls within certain standards set by the European Union.







# VIVA EUROPA 2010 Objectives

- ★ 1.- CELEBRATION of 2010 European Year For Combating Poverty And Social Exclusion: The aim of this performance of Carmen, simultaneously shared by all the European cities that joined the project, was to promote the participation of the biggest possible number of citizens in a relevant artistic and cultural manifestation with a rooted European sense, within the scope of the 2010 European Year for Combating Poverty and Social Exclusion.
- 2.- VISIBILITY of Fighting Against Poverty and Social Exclusion: Fighting against poverty and social exclusion has always been a European driving force. Focusing this celebration of the 2010 European Year in a summer evening, on 18<sup>th</sup> June, facilitated sharing a common European experience of awareness in a historical moment of great social and economic difficulty. It was of great help for recognizing and encouraging the actions of citizens and organisations aimed to promote the European feeling and to give visibility to the fight against poverty and social exclusion.
- \* 3.- VISIBILITY of all the European Cities that participated, through video and audio references created by each city, in the intervals during the performance. Visibility as well for the City of Valencia and for the Region of Valencia, which took the initiative on this project.
- 4.- The 2010 European Year, and the event VIVA EUROPA 2010 JUNE 18TH within it, intends to reach out to all citizens in the European Union and all people accountable for its public, social and economic areas with its message of Fight against Poverty and Social Exclusion.







# VIVA EUROPA 2010 Objectives

- ★ 5.- VISIBILITY of the objectives of 2010 European Year for Combating Poverty and Social Exclusion. The European Year for Combating Poverty and Social Exclusion seeks to achieve the following objectives:
  - **Recognition of rights:** Make visible and recognize the right of people experiencing poverty and social exclusion to live with dignity, to play an active role in society and to participate in the policies developed.
  - Upholding shared responsibility and participation: To promote social support for the social inclusion policies emphasizing collective and individual responsibility and encouraging the commitment and the participation of all actors, public and private, in the fight against poverty and social exclusion.
  - Promoting social cohesion: To work for a more cohesive and united society in which nobody doubts of the benefits that the eradication of poverty has for the whole society, in a framework of a guaranteed sustainable development and equal opportunities.
  - **Commitment and action:** To renew the commitment of the European Union and its Member States to fight against poverty and social exclusion, involving all political levels to achieve poverty eradication and encouraging the action of Member States and the European Union in this field.





### Communication with cities

- Core Target Cities
- Contact with Cities
- Confirmed Cities





# Communication with Cities Core Target Cities

In order to achieve the main objectives of VIVA EUROPA 2010 JUNE 18TH more than 530 European cities were contacted through several letters, a flyer about the initiative, a booklet containing a complete presentation, both in PDF and printed format, and telephone calls.











# Communication with Cities Core Target Cities: Outcome

534 Cities contacted208 Cities interested43 Cities participating

#### Main reasons for non participation:

- Need of being informed earlier in order to include the cost of organizing the event locally in their cultural budget.
- Elevated cost of big screens & lack of budget available for marketing initiatives (communication, organization of the event, ...) due to the economic crisis.
- Cities would have liked to receive funding from the European Union or other sources to enable them to afford the costs.
- Football World Cup: match clashing with the event.







# Communication with Cities Contact with Cities

- ⋆ Project communication has been done in two European official languages: English and Spanish.
- \* There have been several steps, following the schedule below:

	Dec-Jan	Feb	Mar	Apr	May	Jun
Initial E-Mail						
<u></u>						
2nd Communication (Leaflet)						
		<b>.</b>				1
Booklet (PDF and printed)						
		Т	T		1	T
Letter from Comissioner Mr. László Andor						
low cu		Ι				
Cities follow up						
Wahaita						
Website						







# Communication with Cities Confirmed Cities

City	Country		
Aarhus	Denmark		
Alcoy	Spain		
Almeria	Spain		
Athens	Greece		
Bournemouth	United Kingdom		
Brasov	Romania		
Bucharest	Romania		
Caransebes	Romania		
Cluj-Napoca	Romania		
Eindhoven	The Netherlands		
Ferrol	Spain		
Frankfurt	Germany		
Gdansk	Poland		
Guadalajara	Spain		
Jaunpils*	Latvia		
Katowice	Poland		
Las Palmas	Spain		
Martin	Slovakia		
Maspalomas	Spain		
Monforte de Lemos	Spain		
Nicosia	Cyprus		
Novi Sad	Serbia		

City	Country	
Pamplona	Spain	
Parga	Greece	
Pitesti	Romania	
Presov	Slovakia	
Preveza	Greece	
Riga	Latvia	
Rucava	Latvia	
Salaspils	Latvia	
Segovia	Spain	
Stara Zagora	Bulgaria	
Stockholm	Sweden	
Timisoara	Romania	
Torrelavega	Spain	
Ulft	The Netherlands	
Valencia	Spain	
Valetta*	Malta	
Varazdin	Croatia	
Ventspils	Latvia	
Wroclaw	Poland	
Zabrze	Poland	
Zagreb	Croatia	

# TOTAL PARTICIPATING CITIES 43 cities from 17 European countries







# Communication with Cities Confirmed cities follow-up

- Once a city had confirmed its participation in VIVA EUROPA 2010, the organization and the city kept regular contact. Among the information provided by the project organizers were the following documents:
  - Dossier
  - Technical specifications (satellite dish, receptor, satellite parameters, ...)
  - Partnership agreement
  - Carmen hand programme
  - Schedule for technical/signal testing, on the days prior to the event, and technicians control checking
  - Quality control questionnaire
- \* Each city had the opportunity to send a 30 second video, containing cultural or tourist information, for broadcasting during the pre-performance space and the performance intervals.
- Intervals content: message from President Barroso, EU videos, clips from participating cities and videos from the Valencia Region.

See DVD for recordings





# **Participating Cities**





# **Participating Cities Map**









#### **AARHUS** - Denmark





Where: MUSIKHUSET AARHUS - THE CONCERT HALL, AMPHI-THEATRE







## **ALCOY** - Spain





Where: **LLOTJA DE SANT JORDI** 







## **ALMERIA** - Spain



Where: **PLAYA DE LAS ALMADRABILLAS** 







#### **ATHENS** - Greece



Where: CITY OF ATHENS TECHNOPOLIS







## **BOURNEMOUTH** - United Kingdom





Where: LOWER GARDENS







#### **BUCHAREST** - Romania







Where: PARK CRANGASI, DISTRICT 6







#### **BRASOV** - Romania



Where: PIATA SFATULUI







#### **CARANSEBES** - Romania





Where: PARC DRAGALINA







#### **CLUJ-NAPOCA** - Romania





Where: **PIATA UNIRII** 







#### **EINDHOVEN** - The Netherlands





Where: **BROET, STRIJP-S (Building SBX)** 







# **FERROL** - Spain



Where: **TEATRO JOFRE** 







### **FRANKFURT** - Germany





Where: INSTITUTO CERVANTES, Staufenstrasse 1









#### **GDANSK** - Poland





Where: TARG WEGLOWY







### **GUADALAJARA** - Spain



Where: **TEATRO AUDITORIO BUERO VALLEJO** 







#### **KATOWICE** - Poland





Where: UL. MARIACKA - UL. STANISLAWA







# LAS PALMAS DE GRAN CANARIA - Spain





Where: PLAZA DE STAGNO, TEATRO PÉREZ GALDÓS







#### **MARTIN** - Slovakia





Where: THE GARDEN OF THE SLOVAK NATIONAL MUSEUM







## **MASPALOMAS** - Spain



Where: AUDITORIO DEL CENTRO CULTURAL MASPALOMAS







## MONFORTE DE LEMOS - Spain





Where: **IGREXA DA REGOA** 







# **NICOSIA** - Cyprus



Where: OUTDOOR SQUARE OF THE TOWN HALL











#### **NOVI SAD** - Serbia





Where: **TRG SLOBODE** 

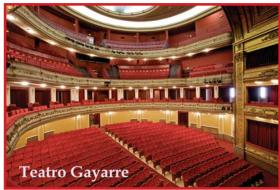






## **PAMPLONA** - Spain







Where: **TEATRO GAYARRE** 







## **PARGA** - Greece



Where: KAMINI







## PITESTI - Romania





Where: PIATA PRIMARIA MUNICIPIULUI PITESTI









## **PRESOV** - Slovakia





Where: **KINO SCALA** 







## **PREVEZA** - Greece



Where: OPEN AIR CINEMA KYANI AKTI







## **RIGA** - Latvia







⋆ Where: Cinema Riga







## **RUCAVA** - Latvia



★ Where: RUCAVA CULTURE CENTER OPEN-AIR STAGE







## **SALASPILS** - Latvia





Where: TOWN STADIUM







## **SEGOVIA** - Spain





Where: PLAZA MAYOR







## **STARA ZAGORA** - Bulgaria







Where: THE ANTIQUE FORUM OF AUGUSTA TRAYANA







## **STOCKHOLM** - Sweden



Where: GUSTAV ADOLFS TORG







## TIMISOARA - Romania







Where: **PARCUL ALPINET** 







## TORRELAVEGA - Spain



Where: SALON DE ACTOS DE LA ESCUELA DE MINAS DE LA UNIVERSIDAD DE CANTABRIA







## **ULFT** - The Netherlands



Where: DRUFABRIEK HUTTEWEG







## **VALENCIA** - Spain





Where: PLAZA DE LA VIRGEN

AUDITORI del Palau de les Arts Reina Sofía







## **VARAZDIN** - Croatia





Where: TRG KRALJA TOMISLAVA







## **VENTSPILS** - Latvia





Where: THEATRE HOUSE 'JURAS VARTI'







## **WROCLAW** - Poland







Where: WROCLAW PL. SOLNY







## **ZABRZE** - Poland





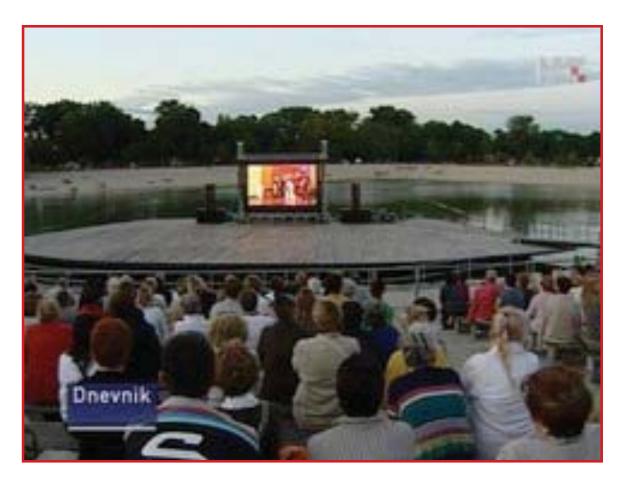
Where: MUNICIPAL BOTANICAL GARDEN







## **ZAGREB** - Croatia





Where: LJETNA POZORNICA





# Cities Local Communication





### **AARHUS** - Denmark

#### **Media Alert**



Gratis opera på storskærm

#### Viva Europa 2010 - Carmen

Fredag 18. juni 2010 kl. 19 på Amfiscenen

Musikhuset Aarhus byder på opera i det fri, når Bizets mesterlige opera *Carmen* transmitteres direkte fra operaen i Valencia – Palau de les Arts Reina Sofia – til en storskærm på Amfiscenen ved Musikhuset Aarhus. Der er gratis adgang til operaen.

VIVA Europa 2010 er en del af EU's 2010 projekt for bekæmpelse af fattigdom og social udstædelse. Tarken bag VIVA Europa 2010 er, at publikum rundt i Europa på samme tid skal kunne dele den samme oplevelse. Dette gælder også de personer, der normalt ikke gåt til i opera; de kan ved denne lejlighed få en oplevelse på internationalt niveau. Århus er den eneste by I Danmark, der er med i projektet. Carmen transmitteres direkte fra operaen i Valencia til omkring 30 byer fordelt over hele

Georges Bizet: Carmen
Bizet nåede aldrig selv at opleve, hvor stor en succes operaen senere blev, for ved premieren Parts var borgerskabet så forargede over, at persongalleriet tilherte de lavere sociale klasser, at de heit glemte at nyde den vidunderlige, melodiske musik. Tyveknægte, gemene fabriksarbejdere og læær den erotiske og viljestærke sigajnerpige Carmen herte ikke hjemme i et beater, hvor pæne folk lejded loger for at kunne modtage deres mulige kommende svigersønner. Men alligevel spillede Carmen 45 gange på Opéra-Comique i Paris i den første sæson. Den megen snak om usædelighed havde vakt folks nysgerrighed. I dag bliver de ærersets forargede over historien om soldsten Don José, der forelsker sig i Carmen og opgiver alt for hende. Da han finder ud af, at han bare var endnu en elsker i rækken af mange, dræber han hende i desperation. Musik: Georges Bizet. Librettis: Henri Melihac og Ludovic Halévy efter Prosper Mérimées

roman. Carmen transmitteres direkte fra den spektakulære operabygning i Valencia og på rollelisten finder man blandt andet Elina Garanča (Carmen) og Marcelo Alvarez (Don José), som begge benyttes flittigt af nogle af de største operahuse i verden. Orkestret ledes af Zubin Mehta.

19.15: Transmission på storskærm begynder – inkluderer blandt andet videoer fra de forskellige byer, operaen transmitteres til, en EU-video, der forklarer projektet, samt en kulturvideo, der dels præsenterer operabygningen i Valencia, dels viser live optagelser fra

bag scenen under forestillingen. 19.40: Optakt ved Operachef Giordano Bellincampi

20.00: 1. akt 20.55: Pause

21.25: 2. akt 22.10: Pause 22.40: 3. akt

23.20: 4. akt

Musikhuset Aarhus opfordrer publikum til at medbringe tæpper, stole eller puder at sidde på, da der ikke opstilles stole på Amfiscenen. Drikkevarer og mad må gerne medbringes

Produktion: Palau de les Arts Reina Sofia og Maggio Musicale Fiorentino III Festival del Mediterrani President for Festival del Mediterrani: Zubin Mehta

Operachef og kunstnerisk leder: Helga Schmidt. Instruktør: Carlos Saura.



Dirigent: Zubin Mehta

Medvirkende

Medvirkende:
Carmen, en bondepige:
Don José, sergent:
Escamillo, tyrefægter:
Micaela, en bondepige:
Frasquita, en zigeunerpige: Silvia Vázquez Elina Garan" a Marcelo Álvarez

Mercedes, en zigeunerpige: Adriana Zabala Dancaire, smugler: Fabio Previati Le Remendado, smugler: Vicenç Esteve Morales, sergent: Mario Cassi

Orquestra de la Comunitat Valenciana og Cor de la Generalitat Valenciana Kordirigent: Francesc Perales

Arrangører: Musikhuset Aarhus i samarbejde med VIVA Europa 2010 og Eventpuljen, Århus Kommune

ProShop Europe leverer storskærm og TV-signal

Yderligere information:

http://www.valencia-cityguide.com/tourist-attractions/monuments/palau-de-les-arts-reina-

sofia.html
Bygningen, der rummer Valencia Operaen

http://www.lesarts.com/ Valencia Operaens hjemmeside

Billeder kan downloades fra: http://presse.musikhusetaarhus.dk

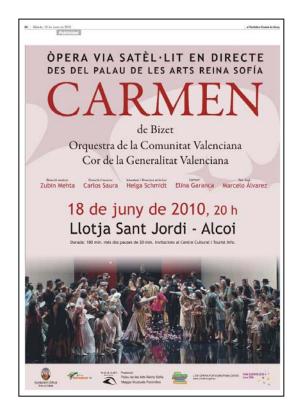
Yderligere information. Kontakt ventiost Musikhuset Aarhus. Kommunikationsaldelingen: Helle Nergaard på 89 40 90 07/ hnj@aarhus.dk Steen Larsen-Ledet på 89 40 90 15 / slle@aarhus.dk

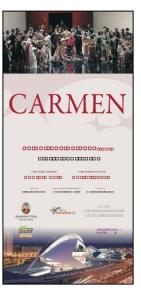






## **ALCOY** - Spain

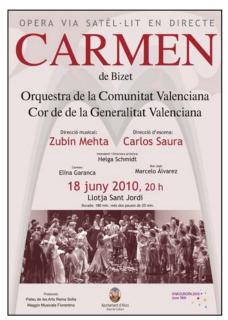




**Invitation** 







**Poster** 

**Newspaper Advert** 







## **ATHENS** - Greece



**European Music Day leaflet** 



#### **Announcement on website**





# **European Music Day programme**







## **BOURNEMOUTH** - United Kingdom

#### **Flyer**



#### **Announcement on websites**





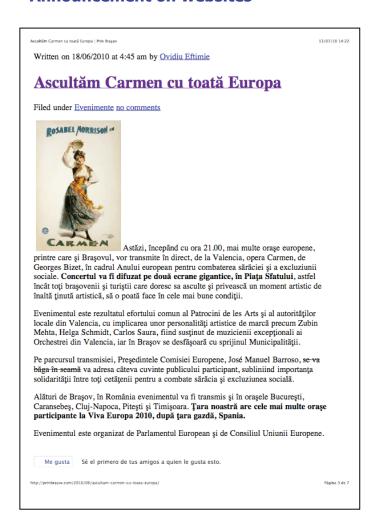






### **BRASOV** - Romania

#### **Announcement on websites**











## **BUCHAREST** - Romania

#### **EY 2010 Media Alert**

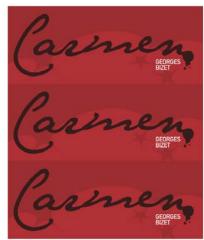




### **Press release**



#### **Flyer**







#### **Announcement on website**







## **CARANSEBES** - Romania

#### **Flyer**



#### EY 2010 Media Alert





### **Hand Programme**















### **CLUJ-NAPOCA** - Romania

#### **Announcement on websites**

### Spectacol de Opera in Piata Unirii, transmis in direct de la Valencia



Municipalitatea clujeana s-a alaturat actiunii "VIVA EUROPA 2010". In cadrul evenimentului, pe un ecran amplasat in Piata Unirii din Cluj-Napoca va fi transmisa, in direct de la Valencia, opera "Carmen" de Bizet. Evenimentul va avea loc vineri, 18 iunie 2010, de la ora 21.00. "La acest proiect mal lau parte alte 38 de orase din 15 tari europene, printre care Bruxelles, Paris, Praga, Berlin, Madrid, Londra, Atena, Amsterdam sau Stockholma.

Din tara mai participa Brasov, Timisoara, Caransebes ... citeste toata stirea

#### EVENIMENT. Spectacol de Operă în Piața Unirii, în direct din Valencia



Opera "Carmen", de Bizet, va fi transmisă în piața Unirii din Cluj-Napoca, vinerea viitoare, în direct din Valencia, în cadrul proiectului curopean "Viva Europa 2010".

în proiect sunt implicate 39 de orașe din 16 țări europene, între care Bruxelles, Paris, Prapa, Berlin, Madind, Londra, Atena, Amsterdam și Stockholm. În pauzele dintre cele patru acte ale piesei vor fi difuzate mai multe spoturi de promovare a orașelor participante, între care și un spot de 30 de secunde despre Culy-Napoca. potrivit reprezentanților Primăriei (Luj-Napoca.

Spectacolul va fi proiectat pe un ecran și începe la ora 21.



**Poster** 







## **EINDHOVEN** - The Netherlands





**EY 2010 Media Alert** 

#### **Flyer**









## FERROL - Spain

### **Cultural Monthly Programme**











## **FRANKFURT** - Germany

#### **Newsletter**





#### **Press Release**



#### PRESSEINFORMATION

#### Live-Übertragung von Bizets Oper Carmen im Instituto Cervantes

Frankfurf, 9. Juni 2010 – Im Rahmen der Veranstaltungen des Europäischen Jahres zur Bekämpfung von Armut und sozialer Ausgrenzung, findet am Freitag den 18. Juni 2010 im Instituto Gervantes Frankfurf ab 20 Uhr eine Live-Übertragung der Oper Carmen von Georges Bizet staft. Das europaweite Kulturevent Was Europa wird, unter der Leitung des renommienten Musikdirektors und Operndirigenten Zubin Mehtan teil Interditzung der vallen-zahlischen Regierung und der Kulturförderungsinstitution Patrocini de ise Arts, direkt aus dem Opernhaus Palau de ise Arts Reina Söfla in Valencia/Spanien simultan Überträgen. Ganz nach dem Motto des Europäischen Albres Aumt dar nicht sein ist der Eintritt für die Kooperationsveranstaltung des Instituto Cervantes mit der Stadt Frankfurf am Main, dem Hessischen Rundfurk und dem Spanischen Fremderwerkeinsbür unertgeldlich.

Das Jahr 2010 wurde von der Europäischen Kommission und der unter spanischem Vorsitz stehenden EU-Ratspräsidentschaft zum Europäischen Jahr zur Bekämpfung von Armut und sozialer Ausgrenzung ernannt. Ziel ist es eine breite Öffentlichkeit für diese Themen zu sensibilisieren. Mit der Live-Übertragung der Oper Carmen wird in verschiedenen Städene Europas eine der meistaufgeführtesten Opere niemen großen Publikum zugänglich gemacht. "Wir sind sehr stolz, dass mit Unterstützung der Stadt Frankfurt am Main die Pröjektion in unserem Hause möglich wird", so Mercedes de Castro, Direktoni des heisejen nistitub Cervantes.

Das zweifelsohne etwas andere Operneriebnis kann bei gutem Wetter ungezwungen auf gemüllichen Sitzkissen im Garten des Instituto Cervantes, im Amerika Haus in der Staufenstraße 1 genossen werden. Bei schlichtem Wetter wird in den Konferenzsaal gewochselt. Der Einlass beginnt um 19:30 Uhr und der Eintitt ist frei.

Weitere Informationen finden Sie unter: www.frankfurt.cervantes.es . www.vivaeuropa.eu

#### Leaflet





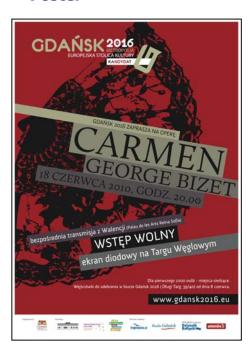




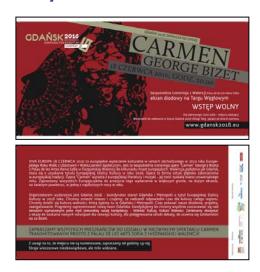


## **GDANSK** - Poland

#### **Poster**



#### **Flyer**





#### **Banners**



#### **Announcement on website**









## **GUADALAJARA** - Spain

#### **Poster**









## **KATOWICE** - Poland







**Announcement on web** 

Leaflet

**Poster** 

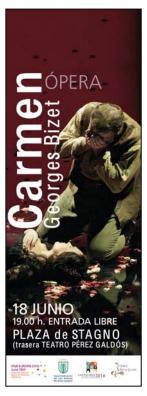






## LAS PALMAS DE GRAN CANARIA - Spain

### **Outdoor Advertising Campaign**





**Newsletter** 







**Hand Programme** 







## **MARTIN** - Slovakia

#### **Poster**



#### **Bulletin**





#### **Radio**

See enclosed DVD for recording







# **MASPALOMAS** - Spain

## **Flyer**



VIVA EUROPA 2010 JUNE 18TH es un evento cultural europo integrado dentro del 2010 Año Europaco de Lucha contra la Pobreza y la Exclusión Social
El acto consiste en la proyección simultánea sobre grandes pantallas, en todas las ciudades que se han unido al evento para disfrute granulto de sus ciudadanos, de la ópera de Georges Biset "Carmen" que se estará representado al mismo tiempo en el Palau de les Arts Reina Sofia de Válencia, España. Carmen es un personaje femenion nacido de la literatura y de la música suropea que ha sido convertido en un mito de toda la cultura universal. La ópera de Bitect transmite todas estas emociones.

VIVA EUROPA 2010 JUNE 18TH is a European cultural event integrated within the 2010 European Year for Combating Poverty and Social Exclusion.

The event consists in a simultaneous, free of charge for the public, broadcasting in the various European clies taking part in the event, of the live performance of Georges Bizet's opera Carmen happening at the Palau de les Arts Reina Sofia Valencia, Spain. Carmen's role has its origins in European literanue and music and has become a universal myth. Bizet's opera transmits all these enverions.

Ficha Técnica
Producción/Palsa de les Arts Reina Sofia
Maggio Musicale Florentino
III Festival del Mediterrano
Dirección musicale Zubin Mehta
Dirección de escena: Carlos Saura
Carmen: Ellina Garanca
Don José: Marcelo Álvarez
Escamillo: Paulo Saot
Frasquita: Silvia Vásques
Dancaite: Favio Fraviati
Le Remendado: Vicenç Esteve
Micales Marina Rebeta
Mercedes Adriana Zabila
Morales: Mario Cassil
Orquesta de la Comunidad Valenciana









# MONFORTE DE LEMOS - Spain

#### **Newspaper adverts**





#### **Poster**









# **NICOSIA** - Cyprus

#### **Flyer**



#### **Newspaper advert**







#### **Advertisement on bus shelters**







## **NOVI-SAD** - Serbia

#### **Annoucement on websites**











# **PAMPLONA** - Spain

#### **Poster**



#### **Announcement on radio**

See enclosed DVD for recording







## **PARGA** - Greece

#### Leaflet





#### **European Music Day programme**







#### **European Music Day website**







## **PITESTI** - Romania

#### EY 2010 Media Alert



#### **Flyer**



#### Oral ul Pitel ti g"zdulel te evenimentul VIVA EUROPA 2010!

Primitria municipialui Pita" ii organizeazi vineri, 16 iunie 2010, în Piata Prim'riel, începtind cu orele 21.00, evenimentul cultural "Viva Europa 2017, dest"urat în paraecriat cu Anul european pentru combaterea sf ri ciel "i excluziuni sociale.

VIVA EUROPA este un proiect cultural european care, sub diverse slogamuri, l'i propune "i în acest an, si adune la un loc ceti iteni europeani, inditerent de statrea sociali, preglitmea profesionali, religie, care si asiste simitatin la un secotacol de un inati rivel cultura.

Anul acesta, evenimentul consti în transmiterea operei CARMEN de Georges Bizel în data 18.08.2010, ora locali 21,00, în direct de la Palatul Artelor Regina Sofia din Valenția, Spania, simultan di tre 40 de orase din intreega Europa.

Evenimentul este rezultatul efortului comun al Patrocini de les Arts "i al autoril flor locale din Valencia, ou implicarea unor personalit fl artistice de marci precum Zubin Mehta, Helga Schmidt, Carlos Saura, fiind austrut de muzicieni exceptional al Orchestrei din Valencia.

Grafie implici ri Primi riei Municipiului Pite" ti, ora" ui nostru impli rit "e" te spiritui european, participiand la acest eveniment cultural de exceptie simultan cu alte ora"e europene procum Stara Zagoza, în Bulgaria, Zatzas în Poloniu sau Martin în Slovacia.

Pe parcursul transmisioi, Pre"edintale Comisioi Europene, José Manuel Barroso, va adresa căteva cuvinte publicului participant, sublinind importanta solicant at între tod ceti fanii pentru a combate st ri cia "i excluziunea social".

"Flocare dintre noi se poate bucura de Europa, si flocare dintre noi poate participa la construirea ei, indiferent de originea, venibil, nivelui de educate sau re"edinta sa", deciar! Jose Maniuel Barroso, Pre"edintale CE.

Tasha de Vasconcelos, Ambasador international al Anului European 2010, «a fi presenti la evenimental din Valencia, Cariera sa incube o implicare de lung? durat! In activit file caritable, includard missinita apeciale pentru organizarila, Justion Mandisa Children's Fund din Africa de Sud. 1 activiti file sale In calitate de Ambasador UNICEF al filmi variati.

Transmisia va Incepe cu prezentarea unor mici videocipuri (30 sec.) despre fecare cora "european care particip! la eveniment. In municipiul PRe1 i transmisia va 5 receptionat! Inceptind cu ora 21,00 pe un ecran montat in Plate Primi ries.

All buri de Ptef II, în România, ora"ele Bra"ov, Bucure" î, Caransebes, Cul-l-Nacca "i Timi" cara vor gli zola secsi eveniment. Sara nosatii are cele mai multe orie participante îu vila Europa 2010, olgă "timi guardi", Spania. Evenimentul este organizat de Parlamentul European. "I de Consiliu Uniumi European, costunite aferente transmisire find suportate de Parlamentul European.







## **PRESOV**- Slovakia

#### **Poster**



#### **Bulletin**



Opera Carmen

18. júna 2010 o 20.00 h v kine Scala

# priamy prenos Bizetovej opery Carmen z kultúrneho centra Valencie, z veškolepej budovy Palau de les Arts Reina Sofia

#### **Invitation card**

#### **Announcement on website**









## **PREVEZA** - Grecee

#### **Poster**



#### **Hand programme**





#### **European Music Day programme**



#### **European Music Day website**



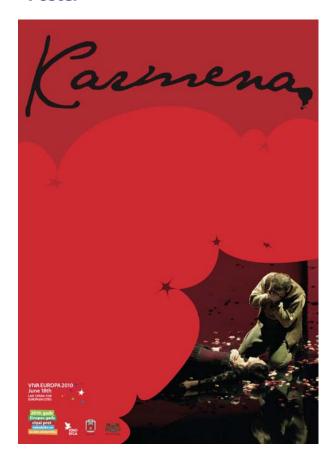






## **RIGA** - Latvia

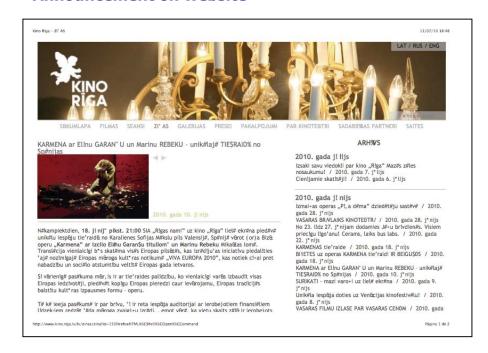
#### **Poster**



#### **Announcement on radios**

#### See enclosed DVD for recording

#### **Announcement on website**



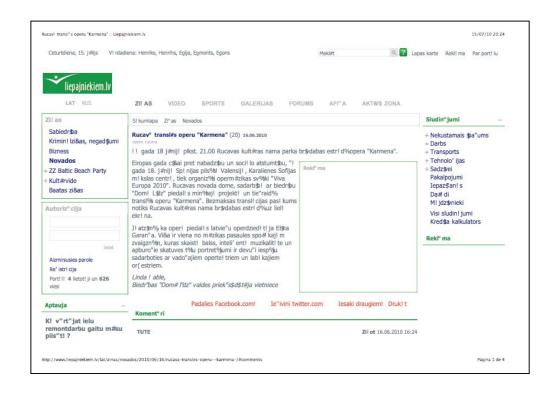






## **RUCAVA** - Latvia

#### **Announcement on website**









## **SALAPILS** - Latvia

#### **Poster**



#### **Announcement on websites**











## **STARA ZAGORA** - Bulgaria

#### **Poster**



#### **Invitation**



#### **Annoucement on website**



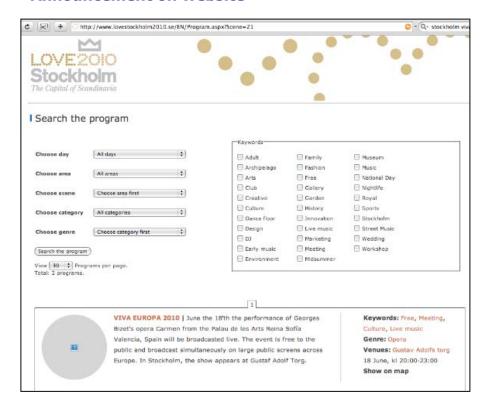






## **STOCKHOLM** - Sweden

#### **Announcement on website**









## **TIMISOARA** - Romania

#### **Press release**

Se apropie Bega Bulevard cu spectacole, concursuri, activități pentru copii și cursa rătuștelor

Primăria Municipiului Timijoara va organiza și anul acesta, în perioada 18 - 20 lunie, festivului "Bega Bulevaerr", A trus ediție a sărbitorii Canalului Bega se va desfăsigura între Podul Tinereii și Podul Traini. Canalui Bega, delpie un potențial turistic, semnificativ parcurgând întregul oraș, Parcurile atractive do-a lungul canalului, fermează un adevlarit "bulevard verde", care oferă "imișpreniero". varietate de posibilități de recreere agrement, sport și de divertisment, mai ales

ni zona contrata.

O dată în plus, "Bega Bulevard" dorește să atragă atenția asupra importanței canalulul Bega pentru oraș și asupra posbilităților pe care acesta le oferă.

Pe parcursul celor trei zile, timisorenii se pot bucura de activități informative, de divertisment si culturale.

divertisment și culturale. Appenda festivalului va cuprinde o serie de concerto, spectacole, demonstrații de navomodele și numeroase activități pentru copii, ateliere de desen, pictură, face painfing și ipoliprii, expoziții și standuri de informare cu activității interactive, culturale și artistice. Toale aceste manifestări se vor desfășura între podul Timereții și podul Traian, pe malic canalului Beaşa și châr pe apă. Timisporenii vor putea participa si la concursul tradițional de rățuște de plastic care vor pluti pe

Vineri, 18 iunie, de la ora 21.00, va avea loc deschiderea festivalului cu spectacolul de opera "Carmen" de Georpea Bizet, preluare în direct de la Pallatul Artielor Regina Golfa din Valencies, Spanie, în cadul proiectului european Ulvia Europa 2010, Live Opera for European Chies, Dirijer Zubin Mohta, Spectacolul se fi stanstinie po un coran urisa, ampleate po malla Degăl, Via a via de terstas Flora, undo se ver ampliase socium pontru public Participarea este liberal Carmetinia, el la cera 19.00, Asociaja Eurofram, care origenizoază Garbeită, 10 liunie, de la cera 19.00, Asociaja Eurofram, care origenizoază

odintosmi, su multir, de la reda studio, descellar funer-orien, cater originariosis-cionistes de la reda de la Rega Bulevard. Per son la reda de la Rega Bulevard. Central Cultural Fanna de la Rega

francez, de la ora 21:30, cu trupa Slowly please

Duminică, 20 iunie vă așteptâm la deja tradiționala cursă a rățuștelor și la un concert cu trupa Cover Band, care va încheia cea de-a treia ediție a Festivalului

Primăria Municipiului Timișoara mulțumește tuturor partenerilor care s-au implicat în acest proiect. Fără ei, n-ar fi fost posibilă realizarea celei de-a treia ediții Bega Bulevard.

Biroul Relatii Publice

#### Mayor's announcement



#### **Announcement on website**



#### **Bega Bulevard programme**

#### BEGA BULEVARD

Localie: Intre Podul Tinerelli "I Podul Traian Vineri, 18,06,2010

18,00 Deschidere standuri

19.30 Deschiderea oficială a evenimentului Bega Bulevard, edilia a treia, de către Primarul Municipiului Timi'oara, di Gheorghe Ciuhandu, pe scena ampiasată pe malul Begal, în parcui din spatele Catedralei

20:15 - 21.00 Preambul spectacol Carmen de Bizet - transmisiune în direct de la Palatul Artelor Regina Sofia din Valencia, Spania, în cadrul proiectului european Viva Europa 2010 videocitipuri de prezentare ale cara elor participante în cadrul proieccului Viva Europa.

2010, mesaje din partes reprezentantifor Uniunii Europene, spotul UE - 2010 anui.

combaterii Strafecii <sup>2</sup> exciuzilinii sociale, film de prezentare al palatului Arteire Regina.

5ofia din Valencia, filmfri din culisele <sup>2</sup>1 de la repetiliile spectacolui Carmen de Bizet)

21,00 - 00,00 Spectacolul de oper! "Carmen" de Georges Bizet, preluare în direct de la la Balatul Artelor Regina Sofia din Valencia, Spania, în canul prolectului european Yva Europa 2010, Live Opera for Curopor Citles, manifestare reliculai în Calendari Ul çe 2010 - Live Bizardo de la Cardina de Cardina de

00.00 - 00.15 Inchelerea spectacolului Carmen de Bizet, transmisiune în direct de la la Palatul Artelor Regina Sofia din Valencia, Spania, În cadrul projectului european Viva Europa 2010 (videoclipuri de prezentare ale ora elor participante în cadrul proiectului Viva Europa 2010, mesaje din partea reprezentarilor Uniunii Europene, spotul UE 2010 auto-combaterii Saréciei 1 excluziunii sociale, filim de prezentare al palatituli Artelor Regina Sofia din Valencia, filméri din culisele "I de la repetilille spectacolul Carmen de Bizet)

#### **Flyer**









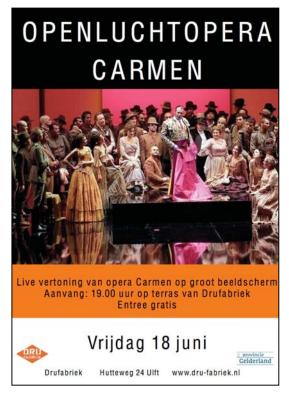
## **ULFT** - The Netherlands







#### EY 2010 Media Alert



**Poster** 

#### **Synopsis information slip**









## **WROCLAW** - Poland

# "Carmen" na Placu Solnym

#### **Announcement on websites**



#### Carmen na Solnym, Turandot na Olimpijskim



fragment Carmen

Uczta dla milo"ników opery.

W pf tek 18 czerwca o podzinie 19:00 na wrochwskim Placu Solnym obłdzie siłł pokaz opery Carmen, transmitowany na Sywo z Cusen Sofia Arf Center w Watencji do ślikucziosekto europejskich miast. Orkestiłł poprowadzi wybilm dyrygent Zubin Mehtar, reSysenii tej napopulamiejszej pery francuskiej XIX wisku podji \* siłł Światowej sławy twórca filmowy Carlos Saura.

To wydarzenie biłdzie mośna obejrze& we Wroc'awiu dziłki prejektowi Woe Europa 2010, powił zanemu z Europajskim Rokiem Walki z Ubdetwem i Wykluczeniami Społecznymi. Wroc'awianie zobaczi Carmen razem z mieszka' cami m.in. Pampeluny (Hiszpania), Timisoary (Rumunia), Zagrzebia (Chorwacja), Sofii (Bu¹garia), Gda' ska, Ratowic, Aarhus (Danii), Nowego Sadu (Serbia), Atem (Grecja), Frankfurtu (Niemcy), Valeitly (Malta), Pragi (Czechy), Szlokholmu (Szwecja).

Wst#p wolny.

W piřítak, sobotš i niedzielš o 21.00 na Stadionie Olimpijakim premiera Turandot, jednej z nas ýnniejszych oper Giacoma Puociniego w inscenizacji Michała Znaniecklego. W roli tytúrowej wyszt pi m.in. Georgina Łukaca, špiewaczka wtpjerskiego pochodzenia, znana bywalcom oper na ca'ym świecie. Jednym z Kalaśów billdzie Łulis Chapa, meksyka' ski tenor.

Wi\$cej o Turandot w czwartkowym (17 czerwca)
Wieczorze z Kultur# w Radiu Wroclaw. Pocz#tek o 19.07.
8#dl te\$ do wygrania zaproszenia.

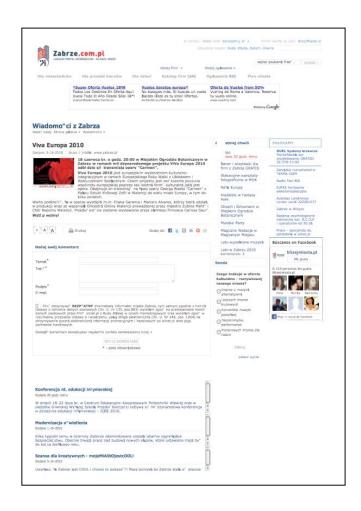






## **ZABRZE** - Poland

#### **Annoucement on websites**











## **ZAGREB** - Croatia

#### **Invitation letter**



#### **Annoucement on website**







# Event in Valencia





# **Event in Valencia**

- ★ The transmission was held in two different venues, indoors and outdoors, as last year:
  - **Auditori of Palau de les Arts Reina Sofía** (indoors): with a capacity for 1,400 people. By complimentary invitation. The invitations were distributed among project collaborators in exchange for the gratuitous advertising of the event (Radio Television Valenciana, Cadena Cope Radio, ABC, El Corte Inglés) and Music Conservatoires.
  - Plaza de la Virgen (outdoors): a very touristy square in the centre of the old town. Free entrance. 2,400 seats and hundreds standing.
- Customized VIVA EUROPA 2010 hand programme
- ★ 2010 European Year promotional material
- Local promotion:
  - Mass media communication (radio commercials and newspaper announcements)
  - Advertising on public transport (tram wraps, billboards and underground lifts)
  - Advertising space in El Corte Ingles Cultural Programme
  - Newsletter & Flyer
  - Local websites & City Guides







## Event in Valencia: Auditori of Palau de les Arts

- \* By complimentary invitation.
- ⋆ 1,400 attendees.
- Screen size: 65 square metres.











# Event in Valencia: Plaza de la Virgen

- Free entry.
- ⋆ More than 4,000 people attended the broadcast.
- ★ Screen size: 42 square metres and 16,000 watts sound.











## Event in Valencia: 2010 EY Promotional Material

⋆ In both venues, Auditori and Plaza de la Virgen, 2010 European Year promotional material was distributed among the audience: leaflets, bookmarks, ballpens, notepads and lanyards.















# Event in Valencia: Customized Hand Programme

\* A customized VIVA EUROPA 2010 hand programme was distributed among the audience in both venues, Auditori and Plaza de la Virgen.











## Event in Valencia: Mass Media Communication







- More than 250 radio commercials of 25 seconds: Cadena Cope, Radio Nou.
- Interview to Mrs Trinidad Miró (Culture and Sports Board of the Autonomous Government of the Valencian Community) on the Radio Nou program "Bon Mati" on 17th June.
- Interview to Mr Luis Garrido (Chorus Master of l'Escolanía de la Mare de Deu) on the Radio Nou program "Bon Mati" on 18th June.

**See enclosed DVD for recordings** 

#### ⋆ NEWSPAPER:



Newspaper advert was published on ABC on both 17th & 18th June.













# Event in Valencia: Advertising on Public Transport

Tram wraps: University line during June













# Event in Valencia: Advertising on Public Transport

Billboards advertising at underground stations







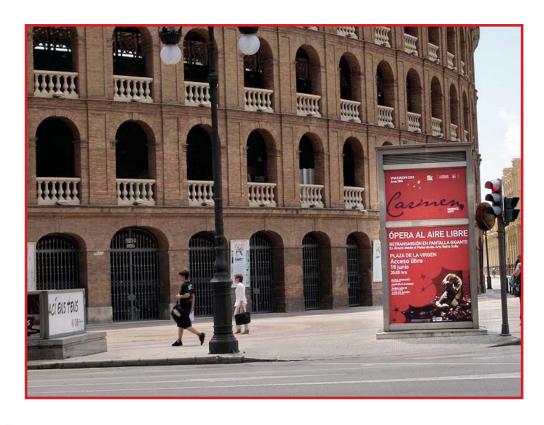






# Event in Valencia: Advertising on Public Transport

Underground lifts











# Event in Valencia: Other - El Corte Inglés



- \* El Corte Inglés is the biggest department store in Spain, with 5 stores in Valencia.
- They publish a cultural program, which informs about all the cultural activities that take place in the city during each month. It is sent to more that 2,000 people in Valencia.
- An advert communicating the event was included in the June edition.



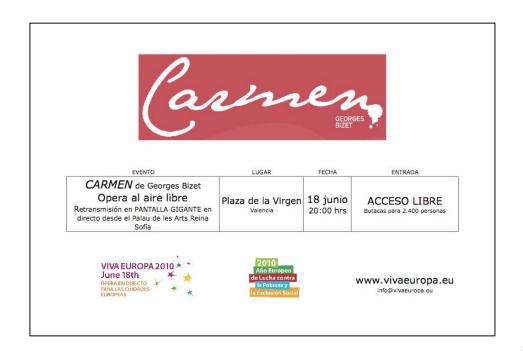




# Event in Valencia: Newsletter & Flyer

- \* A newsletter and a flyer were sent to the Valencian Community Dance Federation, the Valencian Community Chorus Federation, the Valencian Community Music Bands Federation and Music Conservatoires.
- They were also sent to the Valencia Town Hall and Tourism Information Offices.











# Event in Valencia: Local Websites & City Guides

\* Announcement on various local websites and city guides.

#### 🏡 Ópera al aire libre: Viva Europa 2010



#### 18/6/2010

Viva Europa 2010 JUNE 18TH es una iniciativa cultural europea integrada dentro del 2010 Año Europeo de Lucha contra la Pobreza y la Exclusión Social que consiste en la retransmisión en directo, el próximo 18 de junio de 2010 a las 20h (GMT +2), a todas las ciudades europeas que quieran unirse al acto para su proyección sobre grandes pantallas, de la ópera CARMEN de Georges Bizet que se estará representando al propio tiempo en el Palau de les Arts

Reina Sofía de Valencia con el objetivo de fomentar el sentimiento de convivencia europeo en torno a una manifestación cultural y artística de relevancia mediante su disfrute simultáneo y gratuito por todo el público.

En Valencia la retransimisión será desde la Pz de la Virg en en una pantalla de más de 40mts cuadrados y con butacas para 2.400 personas. Hay confirmadas 35 ciudades de 16 países europeos diferentes al evento.

Retransmisión en directo en PANTALLA GIGANTE desde el Palau de les Arts Reina Sofía de la ópera CARMEN de GEORGES BIZET

Lugar: Plaza de la Virgen

Día y Hora: viernes, 18 de junio de 2010 a las 20h.

ACCESO LIBRE - Butacas para 2.400 personas

Más info: info@vivaeuorpa.eu /www.vivaeuropa.eu

Una pantalla gigante en la Plaza de la Virgen permitirá disfrutar a más de 2.400 personas de la obra cumbre de Bizet.

Del Palau de les Arts Reina Sofia de Valencia a todo el mundo. El centro de artes valenciano estrena este próximo viernes 18 de junio *Carmen*, la ópera de Georges Bizet, con un evento único e inmeiorable.

Al mismo tiempo que se esté representando esta obra en el Palau de les Arts, coproducida junto con el Maggio Musicale Fiorentino, Valencia y más de 40 ciudades europeas podrán disfrutar del espectáculo mediante una conexión simultánea y la instalación de pantallas gioantes.



Un momento del ensayo general de Carmen en el Palau de les Arts.

En Valencia, Carmen llegará hasta el corazón de la ciudad con la habilitación de una gran pantalla en el emblemático rincón de la Plaza de la Virgen. A partir de las ocho de la tarde, podremos contemplar las pasiones de la mítica cigarrera sevillana, a la que da vida la mezzosoprano letona Elina Garanca y que cuenta con la genialidad de Carlos Saura en la puesta en escena. La dirección musical va a cargo de Zubin Mehta.







# Cities Feedback





# Cities Feedback

## Feedback from participating cities:

- \* "Many thanks for giving us this opportunity. I have never seen so many happy people."
- \* "It really was a great experience. Attendees were amazed and delighted."
- \* "We have a positive feedback from media and a wonderful feedback from people."
- "It was very well received by the audience."
- "The performance was outstanding."
- "We had a great atmosphere."
- "Thank you for this wonderful event! It was amazing!"
- "It was a real pleasure."
- \* "I would like to say the biggest THANK YOU for the great experience and fantastic event."
- "We would like to thank you for this great opportunity."
- \* "The people were so enthusiastic and happy to share the event with other European cities."
- \* "Viva Europa project has been a very pleasant experience where we learned many things in a very pleasant way."
- "It was wonderful. A very good outcome."







# Cities Feedback

- "Overall a big success."
- "Great experience and fantastic event! The performance was really enchanting!"
- \* "Thank you for making us part of the WHOLE."
- \* "Everybody was very enthusiastic! Definitely a big success! Thank you very much for letting us be a part of this great event!"
- "It was wonderful. A very good outcome."
- \* "It was wonderful and we fully enjoyed it! A great production, everybody was amazed. Hopefully this will be the start of a continuous cooperation in a European framework."
- "We are delighted. The city is very happy"
- \* "It was a beautiful evening, we were overwhelmed by the great quality of the opera, Carmen was amazing."
- \* "The audience was standing and clapping."







# Appendices

- \* Booklet
- Carmen Hand Programme
- → Press Clipping (in separate document)







# Acknowledgements

- \* As coordinators and organisers of the project VIVA EUROPA 2010 JUNE 18TH, we would like to thank **Generalitat Valenciana** for sponsoring this European event.
- We are also very grateful to the 2010 European Year for Combating Poverty and Social Exclusion Project Team for all their support, to the 2010 European Year National Coordinators and to President Barroso and his ad hoc message.
- We particularly thank the 43 cities that believed in this project and joined us.
- \* Thanks as well to the Festivals and Popular Culture Department of the **Valencia City Hall** for allowing us to host our outdoors event in Plaza de la Virgen, which was the perfect venue for the transmission.
- We would also like to thank the team involved in **Radio Televisión Valenciana** for their support. The broadcast to all the participating cities was possible thanks to them.
- Finally, a very especial thanks to **Palau de les Arts Reina Sofía** for the opportunity of broadcasting this great performance of *Carmen* and for all their support. And of course, a special mention to Elina Garanca and Marcelo Álvarez, the conductor of the Orquestra de la Comunitat Valenciana Zubin Mehta, Carlos Saura for his production and the Intendent and Artistic Director Helga Schmidt. Their altruistic collaboration made this project possible.







# Coordination of VIVA EUROPA 2010

\* This report has been made by Patrocini de les Arts, as coordinators of the project VIVA EUROPA 2010, in Valencia in July 2010.

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