VIVA EUROPA

LIVE OPERA FOR EUROPEAN CITIES

www.vivaeuropa.eu

IT'S ABOUT EUROPE
IT'S ABOUT YOU

Join the debate

European Year of Citizens 2013
www.europa.eu/citizens-2013

GENERALITAT VALENCIANA

PALAU DE LES ARTS
REINA SOFÍA

GRUP
rtvv
radiotelevisió valenciana

EUROPA
NOSTRA

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WHAT IS VIVA EUROPA

- **VIVA EUROPA** is a European cultural event consisting of the **live broadcast of an opera** from Palau de les Arts Reina Sofía in **Valencia (Spain)** offered **for free** to participating cities and citizens across Europe.

- The opera is shown **on big screens, in the open air or indoors**, during a June evening for the free enjoyment of citizens.

- Since its first edition in 2009, VIVA EUROPA has been associated with the activities of the European Years.

VIVA EUROPA OBJECTIVES

- TO PROMOTE the **European sense of community** through a relevant cultural manifestation rooted in European tradition - opera - shared in real time with citizens across Europe.

- TO ENCOURAGE **intercultural, intergenerational and inter-social encounters** every year, simultaneously in every participating city during a June evening.

- TO TRANSMIT European messages, such as the **themes of the European Years**: Creativity and Innovation, Combating Poverty and Social Exclusion, Volunteering, Active Ageing and Intergenerational Solidarity, Citizenship, etc.

- TO GIVE VISIBILITY to **every European city taking part** in VIVA EUROPA, through their promotional cultural and touristic video clips, which are broadcast to a wide audience during the live opera intervals.

WHO MAKES VIVA EUROPA POSSIBLE

Since its first edition, **VIVA EUROPA** has been based on the **altruistic collaboration** of artists and musicians including Plácido Domingo and Zubin Mehta, organizers and collaborating institutions:

- ★ **Palau de les Arts Reina Sofía**, Valencia's opera house, authorizes the free emission of a live opera performance of the highest quality.

- ★ **Radio Televisión Valenciana** RTVV provides the free satellite broadcast of the opera to European cities, assuring the technical quality of the transmission.

- ★ Both are fully supported in this project by **Generalitat Valenciana** regional government.

- ★ The **European Union** provides patronage to VIVA EUROPA as an activity of European Years and a video message from the President of the European Commission has introduced the opera broadcast each year.

- ★ **Participating European cities** organize and cover the cost of the local event, setting up big screens, advertising the event, printing programs, etc.

- ★ **Patrocini de les Arts** in Valencia, patron and sponsor of the event since 2009, is in charge of the organization and coordination of VIVA EUROPA.

- ★ **Europa Nostra** – the voice of cultural heritage in Europe – initiated its cooperation with VIVA EUROPA in 2012 with the full support of its president Plácido Domingo.

- ★ **European Music Day** has played an important role in reaching new European cities.
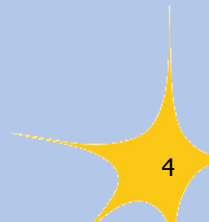
HOW TO PARTICIPATE

Basic conditions for European cities to participate in VIVA EUROPA

- An agreement must be signed between the city - municipality or institution – and the VIVA EUROPA organizers.

- Cities that sign this agreement can receive a free satellite transmission of the live opera performance from the **Palau de les Arts Reina Sofía in Valencia, Spain**. Technical specifications for connection are sent by the organizers beforehand.

Participating cities have to:

- <u>Project</u> the opera broadcast on big screens in wide spaces - open air or indoor facilities - free of charge for the general public and provide the necessary conditions for good sound and image reception.

- <u>Advertise</u> their own event locally.

- <u>Ensure</u> that the opera is not recorded or used for any purpose other than this VIVA EUROPA cultural non-profit event.

Local sponsors can be invited to support the event in each city.

For more information visit:

http://www.vivaeuropa.eu/en/participar.asp
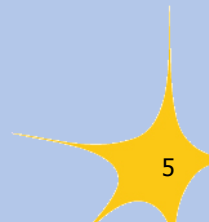
VIVA EUROPA 2009

- **VIVA EUROPA 2009 JUNE 24** took place during the **2009 European Year of Creativity and Innovation** under the patronage of Mr. Ján Figel', European Commissioner for Education, Training, Culture and Youth. This cultural event consisted in a live transmission of Wagner's opera ***Die Walküre*** from Palau de les Arts Reina Sofía in Valencia. The performance was played by Plácido Domingo, amongst others, conducted by Zubin Mehta and staged by La Fura dels Baus.

- The first edition of this major European cultural initiative involved thousands of citizens from different European cities, who simultaneously enjoyed this unique experience.

  www.create2009.europa.eu

PARTICIPATING CITIES 2009

9 cities from 5 countries

City	Country
Bristol	UNITED KINGDOM
Brussels	BELGIUM
Imola	ITALY
Liverpool	UNITED KINGDOM
Manchester	UNITED KINGDOM
Ravenna	ITALY
Sofia	BULGARIA
Swansea	UNITED KINGDOM
Valencia	SPAIN
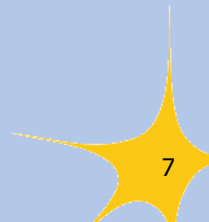
VIVA EUROPA 2010

- **VIVA EUROPA 2010 JUNE 18** was part of the **2010 European Year for Combating Poverty and Social Exclusion** and received the high patronage of the Commissioner for Employment, Social Affairs and Inclusion, Mr. László Andor. It made possible for 43 cities in 17 European countries to simultaneously share Bizet's *Carmen* live on big screens, sung by Elīna Garanča and Marcelo Alvarez, conducted by Zubin Mehta and staged by Carlos Saura.

  www.2010againstpoverty.eu

PARTICIPATING CITIES 2010

43 cities from 17 countries

City	Country
Aarhus	DENMARK
Alcoy	SPAIN
Almeria	SPAIN
Athens	GREECE
Bournemouth	UNITED KINGDOM
Brasov	ROMANIA
Bucharest	ROMANIA
Caransebes	ROMANIA
Cluj-Napoca	ROMANIA
Eindhoven	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	NETHERLANDS
Valencia	SPAIN
Valetta*	MALTA
Varazdin	CROATIA
Ventspils	LATVIA
Wroclaw	POLAND
Zabrze	POLAND
Zagreb	CROATIA

* Participation cancelled last-minute due to local technical problems
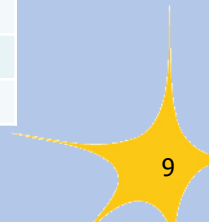
VIVA EUROPA 2011

- **VIVA EUROPA 2011 JUNE 13**, integrated as an activity of the **2011 European Year of Volunteering**, hosted the live broadcast of Giacomo Puccini's famous opera *Tosca* from Palau de les Arts Reina Sofía in Valencia, under the patronage of Ms Viviane Reding, Vice-President of the European Commission responsible for Justice, Fundamental Rights and Citizenship. The opera was sung by Oksana Dyka, Jorge de León and Bryn Terfel and was conducted by Zubin Mehta. As in previous editions, this cultural event was free of charge for both cities and audiences. A total of 57 cities from 21 different European countries participated in this third edition of VIVA EUROPA, with around 100,000 people attending the event.

  www.europa.eu/volunteering

PARTICIPATING CITIES 2011

57 cities from 21 countries

City	Country	City	Country	City	Country
Agrinio	GREECE	Iasi	ROMANIA	Ropazi	LATVIA
Ahrenshoop	GERMANY	Kiato/Sykion	GREECE	Roquetas de Mar	SPAIN
Aalborg	DENMARK	Kielce	POLAND	Rucava	LATVIA
Alcobendas	SPAIN	Las Palmas	SPAIN	Salaspils	LATVIA
Alcoy	SPAIN	Liverpool	UK	Sofia	BULGARIA
Almería	SPAIN	Lublin	POLAND	Sta María del Páramo	SPAIN
Amaliada	GREECE	Maribor	SLOVENIA	Stara Zagora	BULGARIA
Athens	GREECE	Miskolc	HUNGARY	Thessaloniki	GREECE
Banská Bystrica	SLOVAKIA	Monforte de Lemos	SPAIN	Timisoara	ROMANIA
Bordeaux	FRANCE	Nicosia	CYPRUS	Turda	ROMANIA
Caransebes	ROMANIA	Novi Sad	SERBIA	Ulft	NETHERLANDS
Cluj-Napoca	ROMANIA	Pafos	CYPRUS	Valencia	SPAIN
Cork	IRELAND	Pamplona	SPAIN	Ventspils	LATVIA
Debrecen	HUNGARY	Pilsen	CZECH REPUBLIC	Volos	GREECE
Eastbourne	UK	Pitesti	ROMANIA	Warsaw	POLAND
Eindhoven	NETHERLANDS	Prague	CZECH REPUBLIC	Weimar	GERMANY
Ferrol	SPAIN	Preveza	GREECE	Wroclaw	POLAND
Gdansk	POLAND	Reggio Calabria	ITALY	Zabrze	POLAND
Gharb	MALTA	Rijeka	CROATIA	Zagreb	CROATIA

VIVA EUROPA

An enjoyable June evening sharing OPERA for free in European cities

EXPRESSIONS OF SUPPORT TOWARDS VIVA EUROPA

VIVA EUROPA
LIVE OPERA FOR EUROPEAN CITIES

- *"The dream of any artist is always to reach his or her audience and give a top class performance; I am doing so for this incomparable stage that is Europe. I am proud to be able to take part in an event which the whole of Europe will experience simultaneously and in harmony through the magic of opera".* **Plácido Domingo** during **VIVA EUROPA 2009** after singing Sigmund in *Die Walküre*

- *"It gives me great pleasure to share this performance with the whole of Europe. In this time of crisis and uncertainty art becomes a vital factor. It encourages me to continue working and dreaming of a more just and tolerant society. Music, with its universal humanistic message is a superb catalyst for favouring positive feelings, wishes and desires".* Maestro **Zubin Mehta**, conductor of all three opera performances in **VIVA EUROPA 2009, 2010** and **2011**
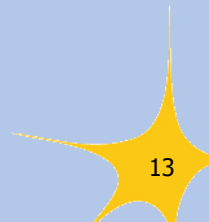
FEEDBACK FROM PARTICIPATING CITIES 2011

- "Yesterday was a wonderful night! The performance was excellent! Bravo Valencia!" **Thessaloniki, Greece**

- "In Prague it was great and everybody was really happy. The performance was absolutely marvelous, we clapped and cried." **Prague, Czech Republic**

- "It was a knowledgeable and appreciative audience. We think it is a great concept and worked well." **Eastbourne, UK**

- "L'evento è stato seguito e apprezzato anche a Reggio. Spero che ci siano altre occasioni per collaborare." **Reggio Calabria, Italia**

- "Thank you for the show, a real delight, we hope to collaborate next year." **Caransebes, Romania**

- "We had a fantastic response to the event; the people of Cork (and ourselves) were delighted." **Cork, Ireland**

- "The event went perfect, it was a good show, the people loved it." **Gharb, Malta**

- "The transmission in Kielce was really successful. Citizens of Kielce were delighted with the opera, artists and all this idea." **Kielce, Polonia**

And much more encouraging feedback from other European cities
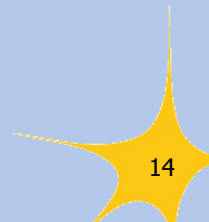
VIVA EUROPA

A cultural and communication event of TOGETHERNESS in Europe

- More info about **VIVA EUROPA**: www.vivaeuropa.eu

- More info about **participating cities in previous editions**:
  http://www.vivaeuropa.eu/en/ciudades.asp

- More info about **European Years**: http://www.vivaeuropa.eu/en/year.asp

- More info about **previous editions**: http://www.vivaeuropa.eu/en/previous.asp