



STATE OPERA PLOVDIV

OPERA OPEN FESTIVAL

CULTART_ACADEMY



CASE STUDY

HOW TO ATTRACT INTERNATIONAL
AUDIENCE



PLOVDIV 2019
European Capital of Culture



ACCESSIBILITY

&

FOOTPRINT



“CULTURE IS FOR EVERYONE”

ACCESSIBILITY



Goal: increase 20%, 7 years



Aim to neighboring capital cities (discounts, informational actions, packages)



Education (go to the neighborhoods with small Opera performances/promoters, schools)



Digital novelties

Access to everyone



a. People with special abilities (ramps, special designed places, smooth ground, applications, interpretation, training staff)

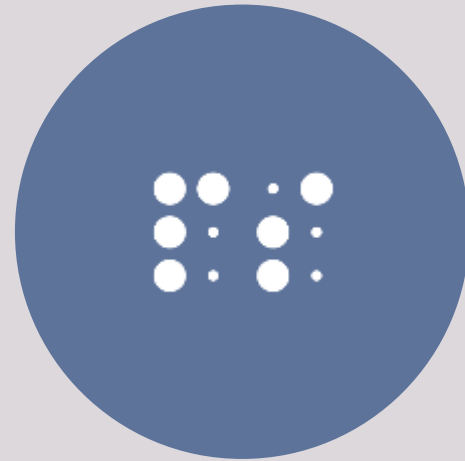
b. Families (canteens, “playgrounds”)

c. Young people (+18) (youth card, entertainment and learning)

d. Older people (travel packages)



MINIBUS



SIGNS
(ENGLISH AND BRAILLE)

FOOTPRINT



Tickets from recyclable paper or electronic tickets with QR Code



Digital tablets with advertisements (performances, sponsors, influencers)



Local business and promoters offer recyclable/ friendly environment reusable materials, recycle bins



Active during a year in every place (small events, leaflets, pictures, footpath)



CONNECTING & COCREATING THE PATH



THANK YOU FOR BEING WITH US!!

BE *ARTISTIC*