



A promotional image for the Rossini Opera Festival. The left side features a woman in a black and gold opera costume with a dramatic expression, set against a dark, rocky background. The right side is a solid green panel with white text. The text describes the festival's history and international reach.

ROSSINI OPERA FESTIVAL

OPERA WAS BORN IN **ITALY** FIVE CENTURIES AGO AND IT'S **THE ICON OF MADE IN ITALY** IN THE WORLD. SINCE 1980 **PESARO**, HOMETOWN OF **GIOACHINO ROSSINI**, HOLDS ONE OF THE MOST IMPORTANT MUSICAL EVENTS OF THE INTERNATIONAL MUSIC SCENE. THE FESTIVAL EXPORTS ITS PRODUCTIONS TOWARDS THE MAIN THEATERS IN **EUROPE** AND ALL OVER THE **WORLD**.



ROSSINI TALKS TO EVERYONE

THE FESTIVAL IS A **NATIONAL HERITAGE** OF ART, BEAUTY AND CIVILIZATION LINKED TO THE REDISCOVERED MUSIC OF GIOACHINO ROSSINI, WHICH TODAY HAS REGAINED POPULARITY AND HAS BECOME **PART OF THE WORLD'S MUSIC HERITAGE: ARIAS OF HIS BEST KNOWN OPERAS** SET THE SOUNDTRACK OF FILMS, VIDEOS AND COMMERCIALS.



MEDIA COVERAGE

SINCE THE FIRST EDITION, NEWSPAPERS FROM MORE THAN **80 COUNTRIES** AROUND THE WORLD HAVE FOLLOWED THE FESTIVAL.
OPERAS ARE BROADCAST **LIVE** BY **RAI RADIO3** AND **EURORADIO** AND ARE PROPOSED BY **MAINSTREAM TV** AND **TV CHANNELS** STRICTLY DEDICATED TO OPERA IN ITALY AND WORLDWIDE.
THE ROSSINI OPERA FESTIVAL PRESENTS ITS ACTIVITIES DURING **NATIONAL AND INTERNATIONAL PRESS EVENTS**, WITH THE PARTICIPATION OF SPONSORS AND PARTNERS.



SOCIAL MEDIA

THE FESTIVAL HAS ALWAYS BEEN ACTIVE ON THE MAIN SOCIAL MEDIA: **FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM** AND **TIKTOK**. IT SENDS ITS MEMBERS A MONTHLY **NEWSLETTER** IN ITALIAN AND ENGLISH. FOR YEARS THE FESTIVAL HAS BEEN STREAMING SOME OF ITS PRODUCTIONS **LIVE** ON ITS SOCIAL MEDIA CHANNELS.





PROMOTIONAL ACTIVITIES

THE FESTIVAL CARRIES OUT AN INTENSE **PROMOTIONAL ACTION** WITH TOURS, RECITALS, MASTER CLASSES, CONFERENCES AND VIDEOPROJECTIONS IN PARTNERSHIP WITH THE **ITALIAN INSTITUTES OF CULTURE**, THE **MINISTRY OF FOREIGN AFFAIRS** AND THE **MINISTRY OF CULTURE**, AND WITH THE **UNESCO** CREATIVE CITIES NETWORK. SINCE 2017, THE ROF APPEARS IN THE PLAYBILL OF THE **ROYAL OPERA HOUSE OF MUSCAT** (OMAN) WITH ITS OWN PRODUCTIONS. THE FESTIVAL IS AN ACTIVE MEMBER OF **ITALIAFESTIVAL**, **OPERA EUROPA** AND **EUROPEAN FESTIVALS ASSOCIATION**.



CRESCENDO PER ROSSINI

THE FESTIVAL TAKES CARE OF ITS **FUTURE AUDIENCE**. PROJECTS LIKE ***CRESCENDO PER ROSSINI*** (FROM KINDERGARTEN TO UNIVERSITY), ***IL VIAGGETTO A REIMS*** (FROM 6 TO 11 YEARS OLD) AND THE DIGITAL PLATFORM **ROF UP!** ARE ABLE TO DRAW ROSSINI AND ROSSINI'S MUSIC CLOSER TO YOUNG STUDENTS.



ACCADEMIA ROSSINIANA “ALBERTO ZEDDA”

THE **ACCADEMIA ROSSINIANA “ALBERTO ZEDDA”**, ACTIVE IN PESARO SINCE 1989, IS A HIGH TRAINING SCHOOL FOR YOUNG INTERNATIONAL TALENTS SELECTED IN AUDITIONS IN ITALY AND ABROAD. IT HAS TRAINED MANY OF TODAY’S LEADING ROSSINI PERFORMERS, VALUABLE **TESTIMONIALS OF THE ROF** IN THE MOST PRESTIGIOUS THEATERS.



SALONS ROSSINI

SALONS ROSSINI IS A CONCERT SERIES AIMED AT **HISTORIC VILLAGES** TO RAISE AWARENESS OF ROSSINI'S MUSIC AMONG **LOCAL COMMUNITIES** AND TO PROMOTE THE LOCAL BEAUTIES TO AN **INTERNATIONAL AUDIENCE**.



A SUSTAINABLE FESTIVAL

THE ROSSINI OPERA FESTIVAL IS COMMITTED TO ENSURING THAT THE EVENT HELD IN THE CITY OF PESARO HAS AN INCREASINGLY POSITIVE **SOCIAL, ECONOMICAL** AND **ENVIRONMENTAL** IMPACT. FOR THIS PURPOSE, AT THE BEGINNING OF 2022 IT UNDERTOOK THE **ECOEVENTS/LEGAMBIENTE** CERTIFICATION PROCESS UNDER THE GUIDANCE OF **AMBIENTE E SALUTE SOCIETÀ BENEFIT**.



OUR AUDIENCE

ACCORDING TO THE STUDIES OF THE **UNIVERSITY OF URBINO** AND THE **OSSERVATORIO DEI PUBBLICI DELLO SPETTACOLO DAL VIVO**, OUR AUDIENCE IS PREDOMINANTLY FORMED BY **WEALTHY AND WELL-EDUCATED EUROPEAN CITIZENS** WHO STAY AN AVERAGE OF SIX DAYS IN PESARO AND TAKE PART THEREFORE IN MORE THAN ONE PERFORMANCE. THE ROF CONSTANTLY COLLABORATES WITH UNIVERSITIES AND EDUCATIONAL INSTITUTIONS FOR THE PURPOSE OF RESEARCH ON ITS AUDIENCES.



AN INTERNATIONAL AUDIENCE

MOST OF ROF'S AUDIENCE **COMES FROM ABROAD**. THE AUDIENCE HAS FURTHER EXPANDED THANKS TO THE **LIVE STREAMING PERFORMANCES** ON THE FESTIVAL'S WEBSITE AND SOCIAL MEDIA. THE ACCADEMIA ROSSINIANA IS A PARTNER IN **OPERA VISION: NEXT GENERATION**, A PROJECT OF THE OPERA VISION PLATFORM MANAGED BY **OPERA EUROPA** AND CO-FUNDED BY THE **CREATIVE EUROPE PROGRAM**.



IN PESARO FROM ALL OVER THE WORLD

THE AUDIENCE COMES FROM APPROXIMATELY **40 FOREIGN NATIONS**, WITH FRANCE, GERMANY, AUSTRIA, USA, SWITZERLAND, UNITED KINGDOM, JAPAN, SPAIN, BELGIUM AND RUSSIA AMONG THE MOST REPRESENTED NATIONS. MORE THAN **150 JOURNALISTS** ARE ACCREDITED FROM ROUGHLY 30 COUNTRIES.



PESARO 2024

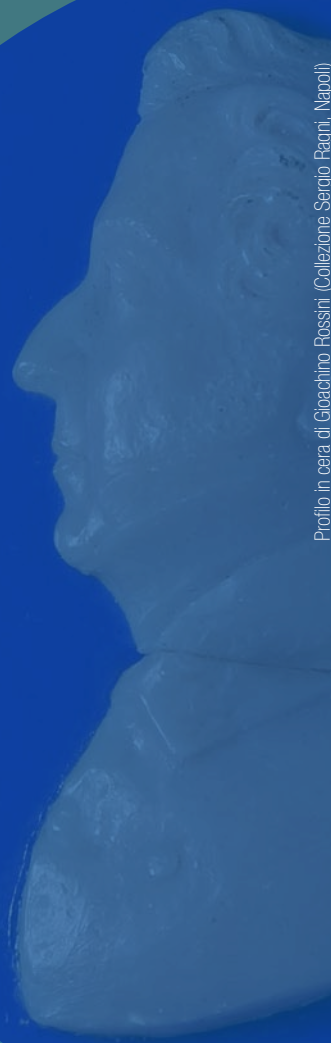
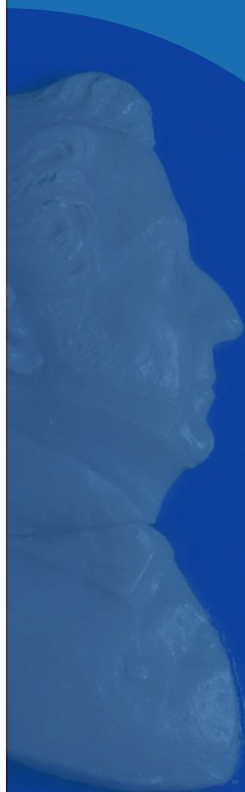
PESARO IS THE **ITALIAN CAPITAL OF CULTURE 2024**
AND THE ROF IS THE BEATING HEART OF ITS PROGRAMMING.
IT IS AN INCREDIBLE OPPORTUNITY FOR NATIONAL
AND INTERNATIONAL VISIBILITY FOR THE CITY
AND ALL OUR PARTNERS.



SUPPORT US

COMPANIES AND INDIVIDUALS CAN SUPPORT THE FESTIVAL AND ITS ACTIVITIES TO REDISCOVER ROSSINI'S MUSIC HERITAGE BECOMING **DONORS**. IN ADDITION, THE **AMICI DEL ROF** ASSOCIATION ALLOWS FANS TO SUPPORT THE FESTIVAL ENJOYING EXCLUSIVE PRIVILEGES: HUNDREDS OF OPERA LOVERS FROM AROUND THE WORLD SUPPORT THE FESTIVAL AND HELP PRESERVE AND ENHANCE ITS VITALITY.





Profilo in cera di Gioachino Rossini (Collezione Sergio Ragini - Napoli)

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