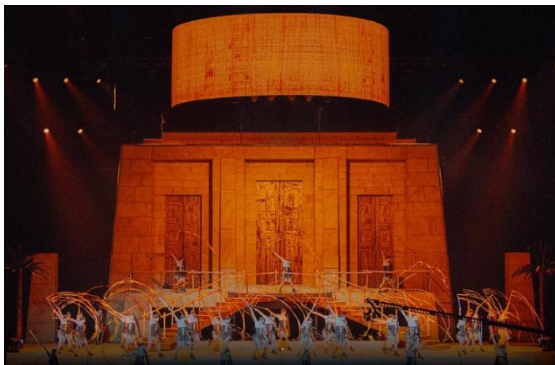


AIDA - The Arena Opera Spectacle 2024

will celebrate its world premiere on 2 February 2024 at the Barclays Arena in Hamburg. Afterwards, the spectacular production will go on tour in Germany and Europe!



In spring 2024, on 2 February of next year to be precise, an extraordinary AIDA production will celebrate its world premiere in Hamburg with "AIDA - The Arena Opera Spectacle". Afterwards, the gigantic production will go on tour through Germany and Europe - in this country, five more cities are on the tour schedule with Stuttgart, Düsseldorf, Munich, Hanover and Berlin, and throughout Europe, metropolises such as London, Antwerp, Rotterdam and Zurich are in the pipeline.

It will be an opera event of superlatives: not created for a classical opera house and audience, but for the large event and multifunctional arenas in Germany and Europe, "AIDA - The Arena Opera Spectacle 2024" wants to inspire existing as well as new target groups for opera - and uses all the possibilities that modern event locations have to offer in terms of dimension and equipment. It is intended to be a truly immersive experience - and so the journey to ancient Egypt begins for the audience as soon as they enter the arena: a soft chirping can be heard, a warm wind surrounds the audience, there is a scent of spices, desert sand and the sea, an eagle circles, a new day dawns. As the sun slowly rises higher, the performance begins, whose action takes place not only on the gigantic stage, but also in front of it and even in the entire interior, in the midst of the astonished visitors. The central figure is the Ethiopian king's daughter Aida, a prisoner at the court of the Egyptian pharaoh. There she loses her heart to the brave general Radames, who, however, goes to war against her homeland - and plunges Aida into a deep conflict: should she remain faithful to her lover or support her father, the Ethiopian king Amonasro, who - still unrecognized - was captured by Radames during his victorious campaign. And Radames, too, must choose - between his love for Aida and his loyalty to the Egyptian fatherland. Fate takes its course.

The entire arena becomes the playing surface to give the army of Radames or the entourage of Princess Amneris and the associated elaborate choreographies due space, but also to visually portray the power of the priests and their chief Ramfis or to impressively stage the homeland of the Ethiopian princess AIDA. The lifeline of Egypt, the Nile, "flows" over the heads of the audience onto the stage in the form of almost 700 square metres of shiny blue satin. Fireworks are set off at the triumphant return of the victorious Egyptian army.

Giuseppe Verdi
AIDA

The audience experiences the soloists at close range - directly and immediately in the audience and also on an LED wall above the stage, which visually supports the performance and brings the play of the protagonists to every seat. The main element of the stage, a 12-metre high and 28-metre wide temple façade, also serves as a projection surface. Another visual highlight is lady elephant "Ayana": with a total height of almost 5 metres, the model of an oversized African elephant, which looks lifelike down to the smallest detail and is opulently equipped, is a real eye-catcher. It is moved by 9 puppeteers - and Princess Amneris can even sit on its back. The playing area in the interior, which is partly covered with Egyptian carpets, covers a total of more than 800 square metres - after all, the total of 250 performers, including the 60-member Hanseatic Symphony Orchestra, which does not sit in the orchestra pit as usual but directly on the stage at the foot of the massive temple façade, the 40-member choir, 50 dancers, a local children's ballet and around 40 performers from the respective city need space!



Behind "AIDA - The Arena Opera Spectacle 2024" is a multitude of creative minds - first and foremost the concept developers and producers Elise Barendregt-Loermans and Jasper Barendregt. Both were already part of the first big AIDA arena production in Hamburg in 2004, where they took over artistic and production decisions as well as parts of the direction, for which they brought Rian van Holland from the Netherlands on board for "AIDA - The Arena Opera Spectacle 2024". With opulent images, her audience-appropriate realisation of the opera's plot lines and high musical standards, the director has already proven in the past that she has the necessary know-how, experience and creative vision for AIDA in XXL format. For her, this AIDA production fulfils a long-cherished wish - because Rian van Holland is firmly convinced that AIDA as an opera is more topical today than ever before and that the performance in this form appeals to a very broad audience. "A classical orchestra accompanying a cinema blockbuster on (big) screen was the beginning, now we are going one step further, with over 250 participants: Real feelings, real people, real music and as a real experience for all senses: hearing, seeing, smelling, feeling & experiencing - that's our AIDA!" the director emphasises.

Producer Jasper Barendregt is convinced: "If Verdi were alive today, he would have staged AIDA with all the modern technologies and tools at his disposal. Verdi's goal, like ours, was to entertain the audience from the first to the last note and to offer them a wonderfully spectacular evening of opera. AIDA - The Arena Opera Spectacle is aimed at all music-loving people of all ages who not only want to listen to classical music, but experience it with all their senses. Possible inhibitions, such as the fear of not living up to a supposed code of conduct or the dress code of a traditional opera house, are broken down by the venue and the way we stage the event: our AIDA is an opera event for everyone - young or old, classical music expert or newcomer. With a total length of only 120 minutes, the opera is nevertheless told without restrictions. Our visitors don't have to prepare

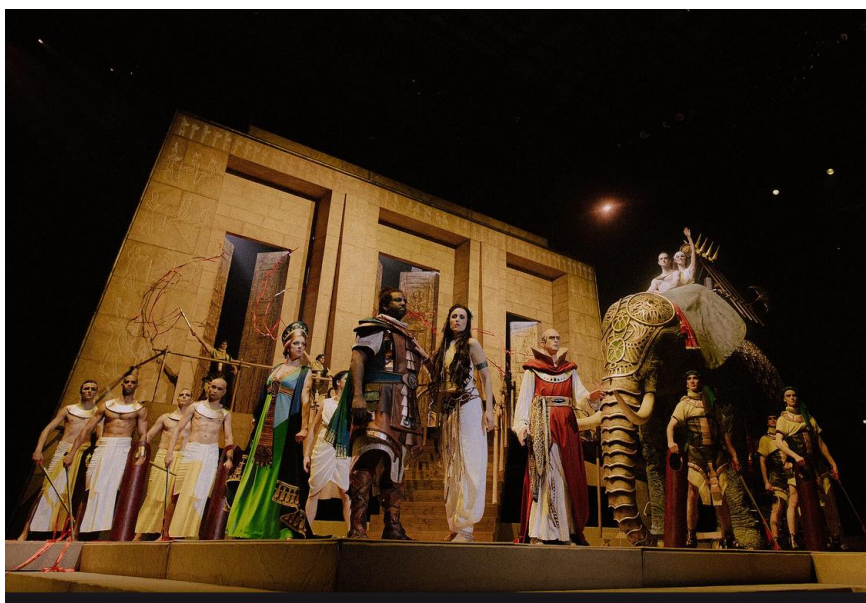
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in advance to follow the plot - we present the wonderful and highly dramatic love story at the highest musical level without leaving anyone behind."

The musical direction of "AIDA - The Arena Opera Spectacle 2024" is in the hands of Michael Ellis Ingram, who has been involved in various opera productions as well as ballet, drama and musical productions. Jerome Knols, a choreographer in Vienna for 25 years, is responsible for the choreography. Markus Popp, who has worked as a répétiteur, choral director, conductor, artistic director and "direttore principale" in numerous opera houses, has been won as choral director, while Christoph Kulb is responsible for orchestra management. Ilka Ronitz-Leyh, the production's costume designer, tells unique stories with her designs, which Pia Norberg, the make-up and hair designer, knows how to complement perfectly with her work. Added to this is the extraordinary and elaborate stage design, which was developed and realised by Andreas Freichels according to an idea of the two initiators. Werner Schmidl as sound engineer is responsible for a flawless sound. He also handles the creation and mastering of the atmospheric sounds, which - as in the cinema - support the action on stage sometimes as ambient noise, sometimes as a sound effect. Alex Brok, who also works for opera houses around the globe, is creating both lighting and video for the production, and Marcel Schleiff, known from many live events for TV stations such as NDR and Arte, will be responsible for the live video broadcasts on the massive semi-circular video wall. They all use their talents and skills and combine them with years of stage, production and concept experience to present a completely new AIDA production that is unique to the arena and presents the opera to a large audience in a classical but contemporary way - but without losing sight of Verdi's vision.

Tickets for "AIDA - the Arena Opera Spectacle 2024" will be available from 12 May 2023 via www.AIDA-Opera.live and www.eventim.de, at all known CTS ticket agencies and via the ticket hotline 01806-570070 *

*(0.20 €/call incl. VAT from all German networks)





AIDA – The Arena Opera Spectacle 2024

- the german dates -

02.02.2024 Hamburg, Barclays Arena

07.02.2024 Stuttgart, Porsche Arena

10.02.2024 Düsseldorf, PSD Bank Dome

22.02.2024 München, Olympiahalle

25.02.2024 Hannover, ZAG Arena

07.03.2024 Berlin, Mercedes-Benz-Arena

Further information, press releases and photos at www.aida-opera.live

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