

## GOT A CREATIVE IDEA FOR A RETAIL SPACE? TELL US ABOUT IT!

<b>Your organisation name</b>	Ulster Touring Opera
<b>Contact name</b>	Dafydd Hall Williams
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<b>Tell us about the creative idea you have for animating retail spaces (max 200 words)</b>	<p>We are delighted to have developed the 'Nessun Dorma Flash Mob' alongside our partners Arts &amp; Business NI. The human voice is at the centre of our work, and it is the voice's ability to surprise, connect and inspire that we want to share with people across the province, particularly in places where opera is least expected.</p> <p>Nessun Dorma is Puccini's immortal song from the opera <i>Turandot</i> made famous by Pavarotti as the theme of the 1990 Football World Cup. On our portable electric piano discreetly set up in any location, the pianist begins the famous intro and a crowd gather around. Suddenly, one of the crowd starts to sing the glorious tenor opening of the piece. As the familiar music continues, more of a crowd gather, and as they stand and watch, eight women standing among them join the chorus to astound the spectators, building to the final powerful crescendo of the piece. Within three minutes, any unassuming space can be transformed into an auditorium for some of the most astonishing music ever written, delighting</p>

**MAKE  
AMAZING  
HAPPEN**

	<p>spectators and creating unique memories.</p> <p>Ulster Touring Opera is able to present this unforgettable experience at any venue across Northern Ireland from <b>Saturday 9<sup>th</sup> April 2022</b> onward.</p>
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**What business challenges does your activity help address? Select all those which apply**

- Animation of shopping malls
- Engaging existing customers
- Attracting new customers/driving footfall
- Utilising empty retail space in new and innovative ways
  - Supporting local arts sector
  - Engaging local communities

<b>How many people could the activity accommodate/entertain?</b>	Opera is an immediately attention-grabbing art form, and would pique the interest of the entire shopping area during the performances. Therefore, the answer is the capacity of the retail area.
<b>What age-group is the activity for?</b>	All ages



<b>How long would the activity last?</b>	Each performance would last three minutes, and UTO can provide between one and four performances per day.
<b>Is this a single event or a series?</b>	Each performance is a single event.
<b>Where could activity be delivered? eg. in mall/empty retail unit/car park/in community/in schools</b>	In the retail thoroughfare, ideally among unsuspecting shoppers, however mitigations can be added to comply with COVID-19 restrictions.
<b>Can you deliver this to retail business across Northern Ireland?</b>	Yes
<b>What infrastructure is required to deliver this activity? eg. access to power, staging, high ceilings, floor space etc</b>	<p>Opera singers are trained to project their voices, and so no amplification is necessary. We would however require one standard 13-amp power socket for our portable Roland electric piano.</p> <p>We would also require a space to rehearse in one hour before the first performance. Any indoor with a standard 13-amp socket away from the public would be suitable, such as an empty retail space.</p>
<b>Guide price for delivery anywhere in NI (this is understood to be variable depending on client's specific needs)</b>	<p>Each performance will include one tenor, eight chorus singers and one pianist. UTO provides the electric piano.</p> <p>1 performance per day: £1,500            2 performances per day: £1,750            3 performances per day: £1,900            4 performances per day: £2,000</p>

**Please return your completed form to Sarah Mackey at [s.mackey@artsandbusinessni.org.uk](mailto:s.mackey@artsandbusinessni.org.uk)**