

FEDORA DIGITAL PRIZE €50,000

OBJECTIVE

Advocate new ways of artistic expression and access to opera and ballet through digital innovation

with the support of A.T. Kearney

ATKearney

IMPACT

- Encourage artistic innovation in opera and ballet through digital experimentation
- Advocate new ways of interactions with audiences through digital tools and performance
- Promote interactions across different media and stimulate new collaborative approaches through digital innovation
- Trigger interdisciplinary dialogue and the sharing of best practice between sectors

COMPETITION CALENDAR

Call for Applications	Shortlist by expert partners	Public Voting Phase	Jury Meeting	Online Crowdfunding for Nominated Projects	Winner Announcement
Autumn 2019	January 2020	February 2020	February 2020	Spring 2020	Summer 2020

CHARACTERISTICS OF PROJECTS TO BE SUPPORTED

- Innovative and interdisciplinary digital opera and ballet projects advancing artistic creativity on and beyond the stage
- Both projects that are native digital or digital only or are combined with some element of performance or live experience are within scope (e.g. learning projects, masterclasses, communications, live participation, audience access)
- Applications may involve, but are not limited to, the following or other technologies:
 1. Virtual reality and/or augmented reality
 2. Artificial intelligence
 3. Projection mapping
 4. Immersive sound
- Projects offering a new audience experience (personal or collective)
- Projects enabling new access to the cultural art forms of opera and ballet

ELIGIBILITY CRITERIA

1. Innovative digital projects on or beyond the stage to be initiated or developed in the future.
2. Opening nights/project launches must be scheduled within the time frame of summer 2020 and the end of the calendar year of 2021.
3. Projects should involve expert partners from outside the field of opera or ballet (i.e. technology companies, digital experts, video artists, etc.) committed to the development and implementation of the project.
4. The creative team should preferably bring together emerging artists, different disciplines (e.g. digital artists, technical experts, sound designers, composers, choreographers, conductors, etc.) and a mix of nationalities.

EVALUATION CRITERIA

1. Artistic quality
2. Level of digital innovation
3. Interdisciplinary approach
4. Target audience and audience experience
5. Impact and Legacy

EXPERT PARTNER

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FEDORA PRIZES

FEDORA ENCOURAGES INNOVATIVE FUNDING MODELS THAT INCLUDE PRIVATE SPONSORS AND THE GENERAL AUDIENCE. THROUGH OUR ONLINE PLATFORM, YOUNG GENERATIONS ARE INVOLVED IN INNOVATIVE ARTISTIC PROJECTS FROM THEIR VERY FIRST INCEPTION BY ACTIVELY CONTRIBUTING TO THE CREATION PROCESS.

COMPETITION CALENDAR 2019-2020



Call for Applications

October - December 2019

- Applications received each year by opera houses, dance companies and festivals that are members of FEDORA
- Expected applications for the Digital Prizes: 10 to 20 applications



Shortlist by expert partners

January 2020

- Opera Europa for Opera and Ballet, represented by its Director, Mr Nicholas Payne
- RESEO for Education, represented by its Chair, Mrs Rhian Hutchings, and Mr Bernard Focroulle, honorary director of Festival d'Aix-en-Provence
- Mr Peter Maniura, Director of IMZ Academy and former director at BBC



Public Voting Phase

February 2020

- The shortlisted projects are presented on the FEDORA Platform and everyone can vote online for their favorite projects
- More than 23,000 votes were registered in 18 days in 2019 from 90 countries



Jury Meeting

February 2020

- One independent Jury per prize category composed of renown industry experts appointed by FEDORA's Board of Directors
- The Jury selects three nominees per Prize Category, including the Prize Winner



Online Crowdfunding for Nominated Projects

Spring 2020

- 4 nominees (3 Jury nominees + 1 Public nominee with most votes) per Prize Category running a 2 months crowdfunding campaign for their project
- Additional funds from FEDORA to boost the campaigns
- In 2019, 55% of the donors were under 49 years-old and based in 16 countries



Winner Announcement

Summer 2020

- One Award Night gathering professionals, artists and donors to celebrate the winners
- €150,000 for the winning opera project
- €100,000 for the winning ballet project
- €50,000 for the winning education project
- €50,000 for the winning digital project

IMPACT OVER THE LAST 5 YEARS

€1.3M Invested in innovative artistic projects

13 New opera and ballet projects supported

64 Co-producers involved

18 countries

+400 Performances

+500,000 Young people attended the performances