

From Vesuvio to Silicon Valley
Unite the Two Bays

A project involving
Teatro di San Carlo of Naples and San Francisco Opera

From Vesuvio to Silicon Valley

A new frontier, an opportunity to connect Naples to the technology innovation center of the world, to foster cultural and economic exchanges, to foster the growth of bilateral ties which can create new entrepreneurship on both sides of the Oceans, to encourage art, startups, and research and development both in Naples and the Silicon Valley, of which San Francisco is undeniably the leading reality.

What better Ambassador than the Teatro di San Carlo to represent the most exquisite essence of Naples' culture, costumes and traditions? Even more in light of the fact that both opera houses--Naples and San Francisco--are now sharing the same Musical Director, Maestro Nicola Luisotti.



The Concert: October 25th, 2013

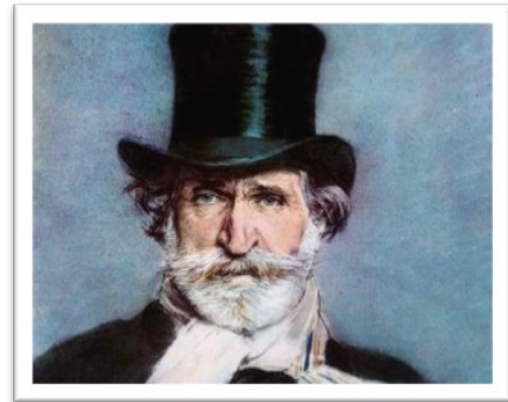
A big concert in San Francisco,
with the artists of Teatro di San Carlo
and San Francisco Opera
in the 200th Anniversary of Giuseppe
Verd's Birth

Program

Giuseppe Verdi
Messa da Requiem

Conductor: Nicola Luisotti

Orchestra and Choir
of
Teatro di San Carlo and
San Francisco Opera



Startup OPERA School: a masterclass twinning Naples and San Francisco

- Tradition as excellence and innovation meet into a sort of «Startup OPERA School», involving the two Opera Houses and their Schools - «Adler Program» from SF and «San Pietro a Majella» Conservatory from Naples.
- In occasion of the big June live event, excellent students from Naples will reach San Francisco to meet their Adler colleagues for a three days masterclass, head by M° Luisotti, to share best practices and methods in Music studies, melting their different approaches.



But funds are an issue.

An institution of the size and the complexity of the Teatro di San Carlo can't travel light, expense are high: musicians, instruments, supporting staff and students etc etc. need to travel in the safest and speediest way.

This in this times and days comes at a great cost, limited fundraising doesn't cut it anymore. It is for this reason that we're now resorting to the Internet (Facebook) to invite all of whom love opera, Naples and admire our Gulf; all Neapolitan and Neapolitanophiles living at home and abroad to support the San Carlo Mission to the Bay Area.

For a great Concert to Unite the Two Bays, a new educational programme to open new frontiers for Neapolitan ingenuity, to promote our city and our culture, for a world renowned concert of the Teatro San Carlo to be held on 25 October in San Francisco and announced on the occasion the visit of Naples' mayor to the San Francisco Bay Area on 15 June, to go From the Vesuvio to the Silicon Valley,


Fundraising

- **Sponsorship** from Italy and from USA
- **Auction** of “Treasures from the Historical Collection of the Teatro di San Carlo”
- **Direct Expenses** from the two Opera Houses involved
- **Contributes from local institutions** both from Italy and from USA
- **Crowdfunding**




Facebook fundraising page

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From the Vesuvio to The Silicon Valley

Contribute to Unite the Two Bays!




For a great Concert to Unite the Two Bays, a new educational programme to open new frontiers for Neapolitan ingenuity, to promote our city and our culture, for a world renowned concert of the Teatro San Carlo to be held on June ?????? in San Francisco, on the occasion the visit of Naples' mayor to the San Francisco Bay Area, to go From the Vesuvio to the Silicon Valley, please donate--not matter how much--to the following account

[Give](#) · [Share](#) · [Follow](#)



San Carlo Opera and San Francisco pera are asking fo!r your help to make this project come true.

[Read more](#)



\$100



Raised · \$3k goal

3

Contributors

Give

✓ Contribute to this campaign



A Unique Opportunity for potential partners

- This concert of Teatro di San Carlo and San Francisco Opera, is an historic event bringing Europe's oldest opera house to a **wide American audience** in partnership with a prestigious American Musical Institution

For potential Italian sponsors, this event represents an **high level platform** on which to present a creative, **innovative brand image** which celebrates Naples, Italian culture, lifestyle and business through the power of live performing arts events

Reserved page on the program of big concert in San Francisco, with the artists of Teatro di San Carlo and San Francisco Opera in the 200th Anniversary of Giuseppe Verdi's Birth



BtoB meetings

- BtoB meetings with distributors, importers and purchaser;
- Meetings between italian and american operators aimed at business dealings;
- Linguistic and logistic assistance;
- Workshop at prestigious locations in San Francisco



With specific marketing and communication benefits

- Each Company involved will have different benefits and opportunities, according to the role played into the project
- However, all the partners involved will have the possibility to benefit from:
 - **brand identification**
 - **powerful client and partner entertainment**
 - **effective sales tools**
 - **broad exposure** media components
 - **special visibility** (e. g. thanks to logos exposure, press conferences between Italy and USA, direct marketing activities involving Teatro di San Carlo and San Francisco Opera audiences...)



Gala Dinner, June 15th, 2013

- **Gala Dinner** with Donors to raise funds in San Francisco
- **Auction** of Teatro San Carlo theatrical objects (scenes, prints, costumes, photos...)



Auction of “Treasures from the Historical Collection of the Teatro di San Carlo”

Saturday, June 15, 2013
6:00-7:30 P.M. – Reception & Silent Auction*
7:30 P.M. – Dinner

Fairmont Hotel, San Francisco CA

Featuring:
A special performance by Maestro Nicola Luisotti and
Tenor Francesco Demuro

*Auction of stage costumes, original lithographs by Mimmo Paladino and treasures from the Historical Collection of the Teatro di San Carlo Preview of “Treasures from the San Carlo” at the Italian Cultural Institute, 814 Montgomery Street during the month of April.

