

18th ÓPERA LATINOAMÉRICA CONFERENCE

THEATRES: AUDIENCES
AND IDEAS OF THE FUTURE

PALAU DE LES ARTS
REINA SOFÍA

JUNE 17 — 20 2025

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LATINOAMÉRICA



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THEATRES: AUDIENCES AND IDEAS OF THE FUTURE

Theatres: Audiences and Ideas for the Future will be the central theme of the **18th Annual Conference of Ópera Latinoamérica (OLA)**, taking place from June 17 to 20 at the Palau de Les Arts Reina Sofía in Valencia, Spain.

This year, the focus will turn to audiences, who will guide reflections around key questions such as: Who are we programming for? What are we programming? How can we ensure these decisions are coherent, sustainable, and responsible? How do we communicate with our audiences today? And finally, what innovative models can serve as references for the future of the Ibero-American creative sector?

Sustainability will continue to hold a central place in the discussion. In this edition, we will deepen the exchange of perspectives with public-private organizations and introduce environmental considerations into the conversation through The Theatre Green Book. This document will serve as a starting point for a discussion on the challenges sustainability poses to theatres and cultural organizations at the organizational, structural, and artistic levels.

CONTACT INFORMATION

ADDRESS

Palau de les Arts Reina Sofía
Av. del Professor López Piñero
(Historiador de la Medicina), 1

CONTACTS

María Medina
Sponsorship Account Executive
Palau de Les Arts Reina Sofía
+34 638 388 770

Florencia Sánchez
Ópera Latinoamérica
+34 673 263 899

PROGRAMME

TUESDAY, JUNE 17

14:00 - 17:00

Ópera Latinoamérica (OLA) Board of Directors Meeting
Hotel Exe Rey Don Jaime

**Exclusive activity for OLA members*

15:00 - 17:00

Guided Tour
Palau de Les Arts Reina Sofía

**Exclusive activity for OLA members*

19:30

Ópera XXI (ÓXXI) Awards Ceremony
Sala Martín i Soler

21:00

Welcome Cocktail
Vestíbulo oficial

**Exclusive activity for OLA members*

WEDNESDAY, JUNE 18

9:00 — 11:00

Ópera Latinoamérica (OLA) General Assembly
Sala 1 planta -3

**Exclusive activity for OLA members*

11:00

Coffee Break
Vestíbulo oficial

10:00 — 12:00

Ópera XXI (ÓXXI) Assembly
Sala 2 planta -3

**Exclusive activity for OLA members*

12:00 — 13:00

Inaugural session: reflecting on the Barcelona
Declaration three years after the OLA–OXXI agreement
Aula Magistral

13:00 — 15:00

Lunch Break
Salón Toros

14:30 - 15:15

Meeting with the Centre de Perfeccionament –
Les Arts Opera Studio
Sala de Orquesta

PRODUCTION MARKET

15:00 — 15:30

Opening of Co-production Market

Speaker

Isamay Benavente, Teatro La Zarzuela (ES)

Aula Magistral

**Exclusive activity for OLA members*

17
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15:30 — 16:30 | Simultaneous**Budget A Roundtable**Moderator**Andrés Rodríguez**, Teatro Colón de Buenos Aires (AR)

Sala 1

Exclusive activity for OLA members*15:30 — 16:30 | Simultaneous****Budget B Roundtable**Moderator**Francisca Però**, Teatro Biobío (CL)

Sala 2

Exclusive activity for OLA members*15:30 — 16:30 | Simultaneous****Budget B Roundtable**Moderator**Pedro Salazar**, La Compañía Estable (CO)

Sala 3

Exclusive activity for OLA members*16:30 — 18:00****Global Marketplace: Presentation of Artistics Projects and Theatrical Services**Moderator**Malena Muyala**, Teatro Solís (UY)

Aula Magistral

Exclusive activity for OLA members*19:30****Performance of the Opera *Roberto Devereux* (G. Donizetti)**

Sala Principal

Activity exclusive for OLA members*Intermission****Cocktail**

Sala Vip

**Exclusive activity for OLA members*

THURSDAY, JUNE 19

9:00 — 10:30**Keynote and Panel Discussion: Women's Forum. Leadership in the Performing Arts**Speaker**Julia Sánchez Abeal**, Fundación Albéniz (ES)Speakers**Julia Sánchez Abeal**, Fundación Albéniz (ES)**Flavia Furtado**, Festival Amazonas de Ópera (BR)**Andrea Caruso**, Teatro Municipal de São Paulo (BR)**Malena Muyala**, Teatro Solís (UY)Moderator**Valentí Oviedo**, Gran Teatre del Liceu (ES)

Aula Magistral

PROGRAMMING AND ARTISTIC CONTENT FOR AUDIENCES**11:00 — 11:20****Keynote: New Artistic Contents**Speaker**Hein Mulders**, Oper Köln (DE)

Aula Magistral

10:30 — 11:00**Coffee Break**

Vestíbulo oficial

11:20 — 12:20

Panel Discussion: **New Artistic Contents — Who Is Being Programmed for Today?**

Speakers

Hein Mulders, Oper Köln (DE)

Guy Coolen, O.Festival (BE)

Eric Herrero, Theatro Municipal de Rio de Janeiro (BR)

Moderator

Javier Ibacache, Red LAP

Vestíbulo oficial

12:30 — 13:30

Panel Discussion: **Public Policy and Programming**

Speakers

Jorge Volpi, Centro de Cultura Contemporánea
Condeduque (ES)

Félix Palomero, Orquesta y Coro Nacionales de
España (ES)

Jesús Iglesias Noriega, Palau de Les Arts Reina Sofía (ES)

Moderator

Paulina Ricciardi, Ópera Latinoamérica

Aula Magistral

13:30 — 15:00

Lunch Break

**SUSTAINABILITY, CULTURE,
AND AUDIENCES****15:00 — 15:30**

Keynote: *The Theatre Green Book— A New Way of
Operating in the Performing Arts*

Speaker

I Raquel Castells, The Theatre Green Book

Aula Magistral

15:30 — 16:30

A Green and Sustainable Perspective

Speakers

Roberto Bernad, Fundación Santander (ES)

Raquel Castells, The Theatre Green Book

Xavier Sagrera, Gran Teatre del Liceu (ES)

Moderator

Ramiro Osorio, Teatro Mayor Julio Mario Santo
Domingo (CO)

Aula Magistral

19:00 — 22:00

Les Arts Volant Performance

Puçol, Valencia province

**Exclusive activity for OLA members*

FRIDAY, JUNE 20**9:00 - 10:00**

Dance Forum: **The Role of Women in Dance Today
and Yesterday**

Speakers

Avatara Ayuso, AWA DANCE (R.U.)

María Pagés, Centro Danza Matadero de Madrid (ES)

Ignacio Vleming, periodista (ES)

Moderator

Carmen Gloria Larenas, Teatro Municipal de Santiago (CL)

Aula Magistral

10:00 — 10:30

Coffee Break

Vestíbulo oficial

COMMUNICATION

11:00 — 11:30

Conversation: Disseminating the Arts.
The Importance of Storytelling

Speakers

Ramón Gener, músico (ES)

Jesús Ruiz Mantilla, periodista *El País* (ES)

Aula Magistral

11:30 — 12:30

Panel Discussion: **Communications Today and the Audience**

Participan

Carmen Gloria Larenas, Teatro Municipal de Santiago (CL)

Curro Ramos, Teatro Real (ES)

Ignacio Vleming, periodista (ES)

Moderator

Augusto Techera, Teatro de la Maestranza (ES)

Aula Magistral

12:30 — 13:30

Closing of the Annual Conference

Aula Magistral

14:00 — 15:00

Lunch Break

Restaurante Contrapunto Les Arts

**Exclusive activity for OLA members*

16:00 — 18:00

Cultural Tour: **Oceanogràfic València**

(15-minute walk from Palau de Les Arts Reina Sofía)

19:30 — 21:30

Cultural Tour: **L'Albufera Lake**

(Bus departure from Palau de Les Arts Reina Sofía)

SPEAKERS

Avatâra Ayuso

Director

AWA DANCE (United Kingdom)

Isamay Benavente

Director

Teatro de La Zarzuela (Spain)

Roberto Bernad

Head of European Funds

Fundación Banco Santander (Spain)

Andrea Caruso

General Director

Theatro Municipal de São Paulo (Brazil)

Raquel Castells

Head of Internationalisation and Sustainability Champion

The Theatre Green Book

Guy Coolen

Artistic and General Director

Muziektheater Transparant (Belgium)

O. Festival (Netherlands)

Flávia Furtado

Executive Director

Festival Amazonas de Ópera (Brazil)

Ramón Gener

Musician (Spain)

Eric Herrero

Artistic Director

Theatro Municipal de Rio de Janeiro (Brazil)

Jesus Iglesias Noriega

Artistic Director

Palau de Les Arts Reina Sofia (Spain)

Javier Ibacache

Co-founder

Red Latinoamericana para el Desarrollo de Públicos (Chile)

Carmen Gloria Larenas

General Director

Teatro Municipal de Santiago (Chile)

Javier Menéndez

General Director

Teatro de la Maestranza (Spain)

Hein Mulders

Artistic Director

Oper Köln (Germany)

Malena Muyala

Director

Teatro Solís (Uruguay)

Ramiro Osorio

General Director

Teatro Mayor Julio Mario Santo Domingo (Colombia)

Valentí Oviedo

General Director

Gran Teatre del Liceu (Spain)

Félix Palomero

Technical Director

Orquesta y Coros Nacionales de España (Spain)

María Pagés

Artistic Director

Centro Danza Matadero de Madrid (Spain)

Francisca Però

Executive Director

Teatro Biobío (Chile)

Curro Ramos

Director of Marketing, Advertising, Quality and Sales

Teatro Real (Spain)

Paulina Ricciardi

Executive Director

Ópera Latinoamérica

Jesús Ruiz Mantilla

Journalist

El País (Spain)

Andrés Rodríguez

Opera Director

Teatro Colón de Buenos Aires (Argentina)

Pedro Salazar

Director

La Compañía Estable (Colombia)

Julia Sánchez Abeal

Directora/ CEO

Escuela de Música Reina Sofia (Spain)

Fundación Albéniz (Spain)

Augusto Techera

Artistic Production Director

Teatro de la Maestranza (Spain)

Jorge Volpi

Artistic Director

Centro de Cultura Contemporánea Condeduque (Spain)

Ignacio Vleming

Journalist (Spain)

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