



Photo / Il turco in Italia / Magnus Strøede

STRATEGY

BERGEN NATIONAL OPERA
2015-2020

**BERGEN
NASJONALE
OPERA**



MISSION / OBJECTIVE

Program

Bergen National Opera will produce opera at the highest international level and be a focal point for outstanding artistic quality

Audience Development

Bergen National Opera will present large-format performances which appeal to a wide audience, while challenging established conventions regarding both audiences, arenas and artistic expression

Talent Development

Bergen National Opera will be an educational resource and play an active role in developing talent and expertise in the field of opera

Organisation

Bergen National Opera is to be well-rooted in Bergen and Hordaland's arts and culture life and at the same time establish a broad national and international cooperation

STRATEGIC AREAS OF DEVELOPMENT

Program

Build on the organisation's artistic achievements

- Engage the most interesting artists and creative teams

Increase activity through collaboration

- Main stage productions in Norway
- International co-productions
- Concerts
- New performance concepts

Further develop new educational projects aimed at children and young people

- Develop new artistic activity
- Touring
- Mini opera
- Young Voices Concerts

Audience Development

BNO will look after its core audience and reach out to new audiences

Increase knowledge of opera in general and to BNO in particular

- Expand programs aimed towards children and young people

Talent Development

Develop new artists within the opera field

- Further develop choral activity in Bergen
- Further develop the talent program Young Voices
- Strengthen efforts aimed towards children and young people
- Further develop competence-building measures aimed at creative artists

Organisation

Maintain the organisation's structural and administrative flexibility

- Preserve and develop skills in the staff

Further develop and strengthen relationships with suppliers and hired staff

Collaborate on developing interdisciplinary educational resources with our partners

Secure a venue dedicated to opera in Bergen

IDENTITY

Bergen

- Well-rooted in Bergen and Hordaland's art and cultural life

National

- Broad national and international collaboration
- Developing the field of opera nationally
- Rooted in Norway but focussed on international recognition

Opera

- present opera and musical theatre in all formats

A man in a long, dark, fur-lined coat is singing on a stage. The background is a large, textured grey wall with a red wall to the right. A white rectangular box is positioned below the text.

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Photo / The Flying Dutchman / Magnus Skrede