

THE ACADEMY OF 1637



**TEATRO
SAN CASSIANO®**

VENEZIA
1637





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Teatro San Cassiano (Venice, 1637)

The Teatro San Cassiano is celebrated worldwide as the birthplace of public opera. Its return to Venice will restore the extraordinary spectacle of “historically-informed” Baroque opera until now lost in time. This will be opera rediscovered in its original setting. This will be Venice at its exhilarating best.

But, the project Teatro San Cassiano is as much about the future as it is the past. It is driven by an ethos for the long-term sustainable regeneration of *La Serenissima*, built on its tradition for art, culture and invention. By putting Venice and Venetians at the centre of this vision, the theatre will offer Venice a sympathetic contribution to a commercially secure and environmentally sustainable future. Both in build and in operation, the Teatro San Cassiano is an impact project that will create new jobs, new businesses, and new opportunities that will celebrate the birth of public opera across a global platform. Its outreach programme alone will reimagine the meaning of “public opera” in the 21st century.

The project will:

1. **reconstruct** the original Teatro San Cassiano of 1637 as faithfully as modern scholarship and traditional craftsmanship will allow in order to deliver a fully functioning, dedicated and historically-informed Baroque opera house, complete with its own fully operational Baroque stage machinery, moving scene-sets, *dei ex machina*, special effects, and unique acoustic environment.
2. restore **Historically Informed Performances** (“HIP”) of Baroque opera to Venice.
3. establish the Teatro San Cassiano as a **world-renowned centre** for the research, exploration and staging of “HIP”, literally studying and celebrating Baroque opera through its recital on stage and in the orchestra pit.
4. realise the **Teatro San Cassiano’s** unique historical value to deliver a commercially viable, self-sustaining independent company with significant long-term growth opportunities.
5. deliver **regeneration, impact and sustainability**. By embracing its shared cultural heritage, but with a modern global outlook, the Teatro San Cassiano will deliver the perfect blend of employment, investment and regeneration to Venice that is simply unprecedented in modern times. This is an impact project delivering long-term sustainability.

The reconstructed theatre and Historically informed performance (“HIP”)

Opera has always been about spectacle. From 1637 onwards, the first Venetian theatres not only offered the greatest music performed by the best singers, musicians and dancers of the day, they also used the latest technology available of stage machinery, scene-sets and special effects of the time to set the operas in a magical world of descending *dei ex machina*, rolling seas, thunder storms, twinkling stars and scene-sets which changed in the blink of an eye. It was like nothing ever seen or heard before, and sadly since.

The Teatro San Cassiano will be unlike any theatre in the world. Entering a box will be like walking through a time-machine. Once inside, we will find a Venetian Baroque theatre of 153 boxes over five tiers and with a platea just six rows deep. With a capacity of just 405 spectators, the theatre will be intense, immediate, and intimate. It will introduce its guests to a world of “HIP”, where each opera will have been meticulously researched, now to be performed as its composer would recognise it, complete with period staging, gestures and costumes. It will celebrate the world’s greatest composers, but also restore those currently forgotten. The intimacy, the intensity, the sheer magic of these performances will deliver an undeniable artistic, cultural and commercial force that cannot be experienced today.



Founder opportunity: the “Academy of 1637”

Advance release of boxholder naming rights

Based on the original funding model of 17th-century Venetian opera, the Academy of 1637 offers a singularly historic opportunity to become a modern-day founder of Venice's celebrated Teatro San Cassiano.

Founder status will be restricted to a limited inner circle secured on a “first-come, first-served” basis by the advanced and privileged release of the naming rights to the theatre’s premium boxes.

The concept is simple. Just as in the 17th century, choose your box and claim your place in history.

Here’s what we offer:

- **Founder privileges**

Within the elite circle of The Academy of 1637, each founder will secure the following privileges:

1. **Founder legacy:** only those acting now will be attributed founder status of the restored Teatro San Cassiano. Their legacy as “fondatori” will be unique and historic.
2. **Boxholder naming rights:** the name of each “fondatore” will be displayed on the box door for a 10-year period commencing on the theatre’s opening night.
3. **Celebrated in perpetuity:** founders will have their names acclaimed in perpetuity on a specially commissioned “founders’-wall” within the theatre.
4. **Elite inner circle:** each founder will be granted lifetime membership of the Academy of 1637 with its privileged access to opera’s elite inner circle.
5. **A Venetian spectacle:** founders will be invited to their own annual gala evening at the Teatro San Cassiano, with dinner and staging of an opera in their honour, celebrated as only Venice knows how.
6. **Historic first night:** the founders will be guaranteed privileged access and tickets to that historic first night when opera finally returns to the Teatro San Cassiano. The Group would expect this event to be covered in the global media.
7. **Complimentary tickets:** rights to complimentary tickets on a per annum and proportional basis will be granted for a 10-year period commencing on the theatre’s date of opening. All access rights follow this same period.
8. **Privileged ticket access:** a privileged buying period to purchase multiple tickets prior to release to the various membership groups.
9. **Exclusive project access:** a hot line on the project development, gala dinners, events in Venice, and opportunities to meet the artistic team and attend rehearsals.
10. **Historically-informed legacy:** the Academy of 1637 will be tied in perpetuity to the reconstructed theatre and therein to Venice itself, its past and its future. Each founder will literally write their name into the history of opera and of Venice.



OUR TEAM

Dr PAUL ATKIN

CEO and Founder
Teatro San Cassiano Group



The restoration of the Teatro San Cassiano to Venice and with it of historically-informed performances of Baroque opera is the vision of Dr Paul Atkin.

Dr Atkin is a founder, an entrepreneur and a musicologist with over 30 years' experience in business and a doctorate in music: "Opera Production in Late Seventeenth-Century Modena". He first had the idea for this project in 1999 when watching a production of *Julius Caesar* at Shakespeare's Globe. The clarity of the play was so enhanced by Mark Rylance's historically-informed "Renaissance"—as opposed "Roman"—setting that he saw immediately what could be achieved if Venice were to build its own Globe theatre equivalent where "HIP" of Baroque opera could be truly explored. Dr Atkin has quietly pursued this venture since then waiting until now for the right opportunity and circumstances to come together. In 2014, he sold his business interests to enable him to dedicate himself to rebuilding the Teatro San Cassiano. His knowledge of both business and music makes him exceptionally suited to understanding the differing and sometimes conflicting demands of this project.

Dr STEFANO PATUZZI

Director of Research
Teatro San Cassiano Group



Dr Patuzzi is a musicologist who has published on Italian music and culture in the late Renaissance, the early Baroque period, and the Counter-reformation, including vocal music editions of the same period. His reputation for qualitative dedicated archival research will deliver the intellectual integrity on which the Teatro San Cassiano can be founded.

Prof ANDREA MARCON

Artistic Director
Teatro San Cassiano Srl



Professor Andrea Marcon is a world-renowned specialist in Historically Informed Performance, especially within the genre of Baroque opera, and a professor at the world-leading Schola Cantorum Basiliensis. His appointment as the Group's first Artistic Director effectively ensures from the outset that the theatre will deliver its aim of staging the highest quality performances of *drammi per musica* worldwide. Moreover, as a native of Veneto, Prof. Marcon knows more than most the value of bringing Baroque opera home to Venice. Prof. Marcon will bring with him his equally renowned **Venice Baroque Orchestra**, famous and respected worldwide for the quality of their performances and recordings.

RICCARDO GIANNELLI VISCARDI

Venice Director
Teatro San Cassiano Srl



Riccardo Giannelli Viscardi is a founding member of an international mergers and acquisitions company. As a Venetian, and descendant of a renowned Venetian family, revered for its contribution to the economic and cultural development of the city, Sig. Giannelli Viscardi believes this project will restore Venice to the centre of the Baroque opera world.



CONTACTS

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Group

The Teatro San Cassiano Group oversees the entire project, with subsidiaries in the UK and Italy.

Teatro San Cassiano Group Ltd

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Board

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Dr STEFANO PATUZZI Director of Research (Teatro San Cassiano Group)

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Prof ANDREA MARCON Artistic Director (Teatro San Cassiano Srl)

RICCARDO GIANNELLI VISCARDI Venice Director (Teatro San Cassiano Srl)

Partners



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***“We see the Teatro San Cassiano
as being the Globe’s musical sister”***

Neil Constable

Chief Executive, Shakespeare’s Globe, London

***“Its potential is breathtaking
and irresistible”***

Dame Jane Glover, DBE

Felix Mendelssohn Emeritus Professor of Music,
Royal Academy of Music, London

“This project is a gift for Venice”

Giovanni Giol

President, Conservatorio di Musica
“Benedetto Marcello” di Venezia

