



Accademia Teatro alla Scala

Cultural Cooperation

(by Umberto Bellodi)

Sectoral Social Dialogue Committee for "Live
Performance"

Working Group meeting on 21 April 2015, Bruxelles

PRESENTATION

- The ***Accademia d'arti e mestieri dello spettacolo Teatro alla Scala***, established in 2001 as a private foundation.
- Accademia trains all the professionals of the sector through four specific training departments dedicated to four different areas of the performing arts: dance, music, stage and lab, management.
- Active since more than ten years in developing projects of research in order to improve its pedagogical and training methodologies, in 2009 the Accademia launched the first experiences of transnational exchange in order to share and transfer its know-how adapting it to the specificities of the beneficiary partner.

THE ACCADEMIA'S CULTURAL COOPERATION PROGRAMS

- Thanks to the experience matured over the last twenty years, Accademia is able to export its **organizational** and **educational** model internationally, with the aim of actively contributing to the foundation of institutions whose purpose is to provide professional training and qualifications for careers in the field of live performances.
- The intensification of contacts and agreements aimed at creating curricula, cultural exchanges, dance and concert activities has greatly increased, with projects and agreements made with -among others- Romania, South Korea, Serbia, Brazil, China, Colombia, Kazakhstan, Bulgaria, Oman.

THE PROJECTS: AN OVERVIEW

Between 2009-2015 the Accademia Teatro alla Scala has developed cooperation programs in several European and non-European countries:

- **ROMANIA (studiOpera, SCENART, Intehart projects)**
- **BRASIL (Fabrica project)**
- **SOUTHERN ITALY (Legalit-Ars project)**
- **KAZAKHSTAN (Cooperation program Italy-Kazakhstan)**
- **COLOMBIA (Cooperation program Italy-Colombia)**



TYPOLOGIES OF COOPERATION PROGRAMS

1. Start-up of training organizations providing qualified training in the frame of the performing arts
2. Vocational training programs (initial training and lifelong learning)

Accademia provides a team of experts able to assure support on the field during **every phase of the intervention**, from its designing to its implementation.

The choice of the type of training action, the planning of the activities and the designing of training courses are followed out during a preliminary phase of **research and needs assessment**, essential to an accurate and custom-made intervention.

RESEARCH AND NEEDS ASSESSMENT

- Analysis of the **labour market** (state of the art and trends) of the whole sector
 - Analysis of the **training system** and **training providers**
 - Analysis of the **missing skills** and **training needs**
 - **Technical surveys**
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- Design of the **training programs**
 - Design of the **supporting** and **monitoring activities**
 - Technical assistance (**venues and equipment**)
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- **Follow up studies**

TRAINING OFFER

- **TRAINING OF TRAINERS COURSES**
- Target beneficiaries: professionals already working in the field, trainers in the future training organization
- Average duration: 100-150 hours
- Trainers: Accademia's professionals

TRAINING OFFER

- **LIFELONG LEARNING COURSES**
- Target beneficiaries: professionals already working in the field in need of enhancement and update of competences
- Average duration: 100-150 hours
- Trainers: Accademia's professionals

TRAINING OFFER

- **INITIAL TRAINING**
- Target beneficiaries: young graduated or under graduated students and unemployed people
- Average duration: 300-1000 hours
- Trainers: Accademia's professionals (10%-20%) + local professionals (90%-80%)
- Note: Local trainers are ideally trained in the frame of a preceding training of trainers phase

TRAINING OFFER

- **SEMINARS**
- Target beneficiaries: professionals already working in the field in need of enhancement and update of competences, students, workers, open to the public
- Average duration: 6-40 hours
- Trainers: Accademia's professionals

PROFESSIONAL AREAS OF INTERVENTION

- **STAGE and LAB AREA** (e.g. lighting designer, sound technician, make-up artist, tailor, video maker, stage manager, electrician, stagehand...)
- **MANAGEMENT AREA** (e.g. delegate producer, project manager, cultural manager, artistic secretary, marketing & PR...)
- **MUSICA AREA** (e.g. opera singer, pianist accompanist)
- **DANCE AREA** (e.g. ballet dancer, dance teacher, maître de ballet)

SCENART > Romania > TNO Bucharest

Esf Romania (budget: 4,5 mln €)

2009 – 2013

- **Beneficiary:** National Opereta Theatre “Ion Dacian” (Bucharest)
- **Associated theatres:** Metropolis Theatre (Bucharest), Targu-Mures National Theatre (Targu-Mures), Brasov Opera House (Brasov), National Opera and Ballet House „Oleg Danovski” (Constanta)
- **Main objective:** implementation of a continuous training system divided into different phases for technical, technical-artistic and managerial professions in the Romanian territory through the training of the professionals working for National Operetta Theatre and the four theatres associated.

SCENART > Romania > TNO Bucharest

1st phase – Research

- Needs assessment through the cross section of competences and shortcomings by carrying out a survey of the various professionals working for the theatres involved in the project.

2nd phase - Training design

- Development of the training program on the base of the results and needs emerged from the research phase.

SCENART > Romania > TNO Bucharest

3rd phase - Training of trainers (Internal training) + Training courses (External training)

3.1 Training of trainers (Internal training)

- Objective: Improving the competences of the employed personnel of the beneficiary through specific training modules. The courses fit into the life-long learning process and aim at specializing, updating and enhancing the skills of professionals in the field.
- Results: 15 courses of 80-100 hours each addressed to the personnel of National Opereta Theatre “Ion Dacian” in Bucharest held by professionals of Teatro alla Scala and trainers from Accademia. (*about 180 beneficiaries*)

SCENART > Romania > TNO Bucharest

3rd phase - Training of trainers (Internal training) + Training courses (External training)

3.2 External training

- Objective: revisiting the series of trainings that took place during the preceding Training of trainers/Internal Training phase addressing them to the employees of the four associated theatres as well as of other theatres within the patronage of the General Council of the Bucharest Municipality. The courses organized in this time frame fit within the life-long learning profile, aiming at providing training and specialization courses to professionals in the field.
- Results: 15 courses of 60-100 hours each, held by Accademia's trainers together with Romanian trainers formed in the frame of the preceding Training of trainers/Internal Training phase. (*about 300 beneficiaries*)

SCENART > Romania > TNO Bucharest

4th phase – FOLLOW UP

- Research on the core issues of Reconversion and Requalification of personnel. The study aimed at tracking needs and opportunities taking into consideration the flexsecurity approach and designing feasible training paths for re-qualifying and reconvert theatres' professionals.

studiOpera > Romania > ONB

Bucharest

Esf Romania (budget: 5 mln €)

2009 – 2012

- **Beneficiary:** Bucharest National Opera
- **Main objective:** creation of a specialized training structure for artistic, technical and managerial professions within Bucharest National Opera through the training of a team of trainers among the professionals working for the Theatre and the implementation of pilot courses. Creation of a career orientation center for the performing arts professions.

studiOpera > Romania > ONB

Bucharest

1st phase – Research

- Broad ranging survey involving the entire Romanian educational and training system including universities, conservatoires, workers' unions and employers associations in order to identify shortcomings and training needs also from the structural point of view.

2nd phase - Training design

- Development of the training program on the base of the results and needs emerged from the research phase.

studiOpera > Romania > ONB

Bucharest

3rd phase - Training of trainers (Internal training) + Training courses (External training)

3.1 Training of trainers (Internal training)

- Objective: implementing the competences of the employed personnel of the beneficiary through professional training of artists, technicians and managers at all hierarchical levels, providing training at the workplace, in order to ensure a sustainable development of the training system.
- Results: 4 groups of courses divided by area with 45 modules in total, addressed to the personnel of Bucharest National Opera held by professionals of Teatro alla Scala and trainers from Accademia, in order to create a training team inside the National Opera Theater in Bucharest.
 - a) Music area: Opera singer and Pianist accompanist
 - b) Dance area: Maitre de ballet
 - c) Stage and Lab area: Make up artist, Lighting designer, Tailor
 - d) Management area: Cultural Management

studiOpera > Romania > ONB

Bucharest

3.2 External training/Training courses

Objective: creating a specialized structure within the Bucharest National Opera, a Studio (studiOpera) similar to that of Accademia Teatro alla Scala, which will be an authorized provider of training for specific fields of the performing arts: artistic, technical and cultural management. Creating a centre for professional counselling in performing arts.

Results: pilot courses addressed to the personnel of Bucharest National Opera held by trainers from Accademia together with Romanian trainers (trainees formed in the frame of the internal training phase). Monitoring and the publicizing of the project by means of a web communication plan, birth of an orientation center for performing arts careers.

- a) Opera singer
- b) Maitre de ballet
- c) Make up artist
- d) Lighting designer
- e) Tailor
- f) Cultural Management

Intehrart > Romania > ONB+TNO

- the 18-months project *Intehrart* in partnership with the National Operetta Theatre “Ion Dacian” (Bucharest) and the National Opera (Bucharest) have been admitted to European Social Funds for Romania. As an ideal follow up of the triennial programs the Accademia ran in Romania in 2009-2012, *Intehrart* aims at implementing new training activities on the Romanian territory and at the structuring of a career orientation system in the performing arts field.



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