



ROYAL
OPERA
HOUSE

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PRESS RELEASE

**WORLD FIRST FROM THE ROYAL OPERA HOUSE
WITH STEPHEN FRY, ALAN DAVIES AND TWITTER**

Sunday 29 September 2013 at 6pm

www.roh.org.uk/deloitteignite

The Royal Opera House is once again bringing an exciting world first from Covent Garden to the global Twitter audience. On Sunday 29 September *The Science of Opera with Stephen Fry and Alan Davies* will be streamed live exclusively through Twitter from the Linbury Studio Theatre as part of the contemporary arts festival, *Deloitte Ignite*.

For the first time ever, a team of medical scientists from Imperial College tried to discover what it is that happens inside us when we go to the opera. Opera lover **Stephen Fry** took his friend, Royal Opera virgin, comedian, writer, actor and QI panellist **Alan Davies**, to the Royal Opera House. They were hooked up with the latest medical gadgetry to record the physical effects on their bodies of watching Verdi's political masterpiece *Simon Boccanegra*.

By simply following **@royaloperahouse**, **@stephenfry** or **@alandavies1** from **6pm (BST) on Sunday 29 September** Twitter users can join Stephen Fry, Alan Davies and the Imperial College medical team, headed up by **Professor Michael Trimble**, as they present the results of this unique

experiment. *The Science of Opera* promises some landmark medical discoveries as well as answering some key questions; was Alan Davies won over by opera? Did Stephen Fry get shivers down the spine during the show? Did either of them fall asleep? And what could opera do to you? On the night the Royal Opera House will be inviting Twitter users to join in using #DeloitteIgnite to share their first experiences of opera and music in general and how it affected their bodies from shivers of excitement to the sleep of boredom.

Stephen Fry said, 'I am thrilled that we are able to use the wonderful platform of Twitter to reach so many people with this live streaming. Hopefully by the end of the evening Alan won't be the only person persuaded to try opera for the first time.'

Director of Opera, Kasper Holten said, 'When you think of Twitter you instinctively think of Stephen Fry, so it is only natural that in a festival curated by Stephen we want the whole world to get involved with us and *Deloitte Ignite* for free through Twitter. It's fantastic that we can use the global platform of Twitter in this exciting adventure and we hope that *The Science of Opera* is enjoyed by thousands across the world!'

In September 2009 the Royal Opera House took the leap of being the first to create an opera using Twitter for *Deloitte Ignite*. Twitter users around the world submitted segments of the libretto in the customary 140 characters resulting in a libretto worthy of Wagner's *Ring Cycle*, which was then distilled into a 15 minute performance of *Twitterdämmerung* to great audience acclaim.

Deloitte Ignite returned for its sixth year curated for the first time by **Stephen Fry**, actor, writer, comedian, television presenter and lifelong Wagner fan, alongside The Royal Opera. *Deloitte Ignite* this year explores the work and creativity of Verdi and Wagner celebrating the 200th anniversaries of their birth with a range of events from a one-man show by **Simon Callow**, to live

radio broadcasts, performances and choral work culminating in a unique installation in front of the Paul Hamlyn Hall by **Es Devlin**.

Full details of all events are available from www.roh.org.uk/deloitteignite

Notes to Editors:

Royal Opera House

The Deloitte partnership with the Royal Opera House brings together both organisations in their appetite for innovation and commitment to widening access to the arts. This relationship was initially for five years and has been extended for a further five years allowing the Royal Opera House to continue to stage a broad range of ground-breaking work each year with a new vision from the chosen curator. Deloitte Ignite builds upon the continuing projects that the Royal Opera House has developed to engage and stimulate new audiences and communities across the UK including its innovative contemporary programme in the Linbury Studio Theatre, free BP Big Screens of opera and ballet each summer, family performances, cinema screenings, schools matinees, reduced ticket pricing on main stage performances and free daytime events.

Deloitte

With some 13,000 people across the UK and Switzerland, [Deloitte](#) is renowned for its innovation, collaboration, industry expertise, and outstanding quality of client service. Deloitte's depth of talent across many disciplines allows it to deliver a total solution to clients of all sizes through its four business divisions: Audit, Tax, Consulting and Corporate Finance. This collaboration between Deloitte and the Royal Opera House brings together both organisations' appetite for innovation, desire to challenge the preconceptions of the audience and engage with young professionals. [Deloitte Ignite](#) is the showpiece of the sponsorship and provides a platform to stage a range of pioneering performances to reach a more diverse audience.

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Award winning Deloitte Ignite

Deloitte and the Royal Opera House were awarded the Hollis Sponsorship Award in 2009 and 2012, Arts and Business category, for the first Deloitte Ignite in September 2008, the Arts & Business Cultural Branding Award in 2010 for the 2009 festival and the CorpComms Digi Award in 2010 for best use of Twitter.

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