

# MADAMA BUTTERFLY

OPERA BY GIACOMO PUCCINI

CAMBODIA 2023

# THE PROJECT

The team responsible for two sold-out opera productions in Cambodia, one in 2018 and the other in 2019, has now expanded and is working tirelessly to bring to life one of the largest classical music events in the country. The production, **Madama Butterfly** by **Giacomo Puccini**, is set to celebrate the centenary of the esteemed Italian composer's birth and the 70th anniversary of Japan-Cambodia diplomatic relations. This grandiose celebration of Italian opera promises to be an unforgettable experience, featuring over 70 performers on stage, including renowned Italian and Japanese opera stars.

**Madama Butterfly** is considered one of the most famous operas in the world, and this will be the first time it is staged in Cambodia, marking a historic moment in the country's artistic landscape. The overwhelming success of the previous productions has shown that Cambodia is eager to embrace western high-art forms, and this event will surely be a testament to that.

As the musical highlight of 2023 in Cambodia, **Madama Butterfly** promises to be a spectacular production that music lovers simply cannot afford to miss.

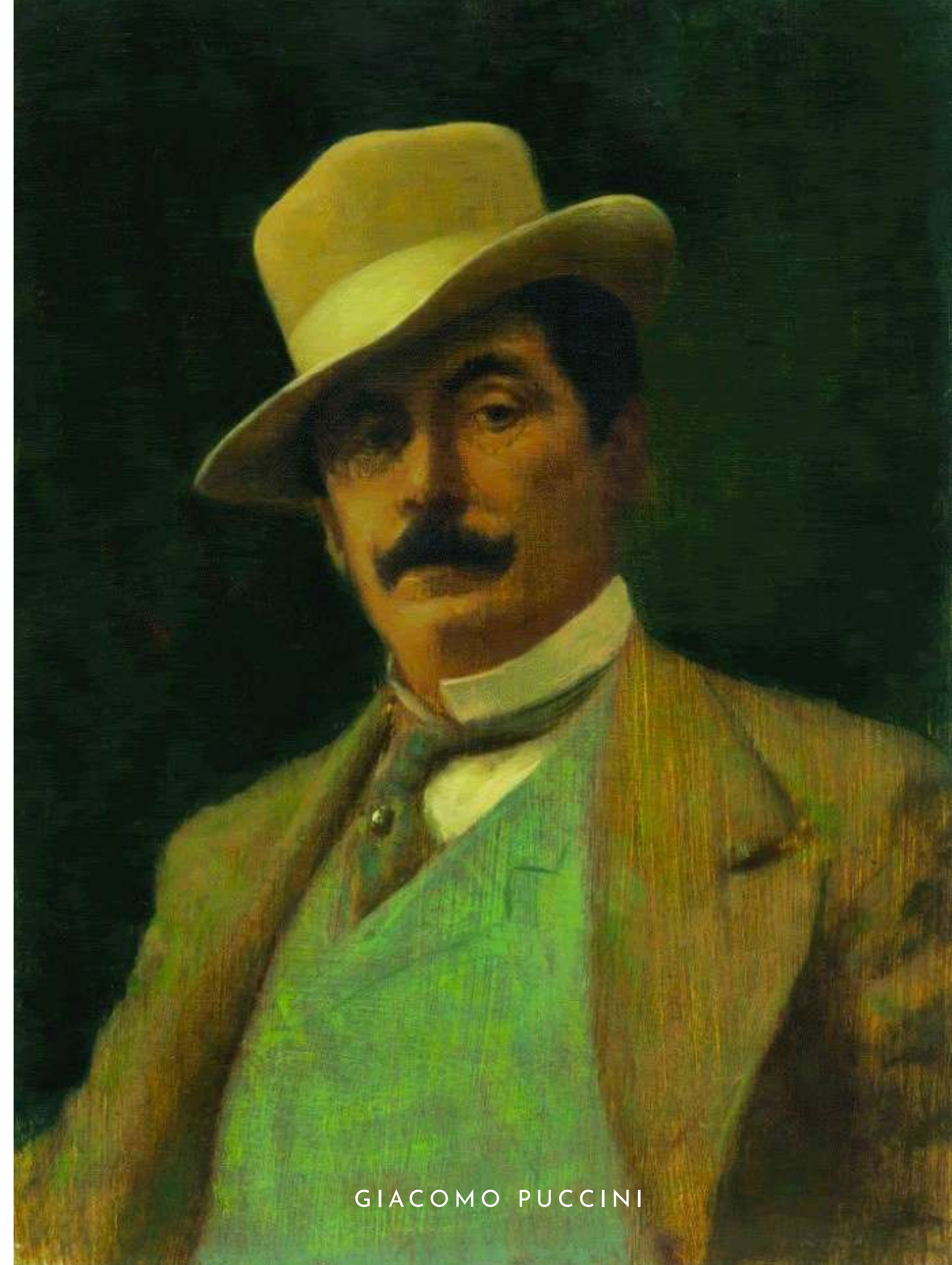


# FROM THE DIRECTOR

"Innovation and personalization are often buzzwords that are thrown around, but when it comes to opera, it is an entirely unique art form that requires a different approach. Unlike other art forms, opera requires a mediation process that involves all the performers, including the conductor, director, soloists, orchestra, chorus, and the entire staff working on it. This makes each production stand out as it takes into account the sensibilities and moods behind each initiative, gesture, gaze, and song.

The director, working in close collaboration with the conductor, must understand the genesis of the work and all that inspired the composer to create and compose. For instance, Puccini's "Butterfly" is a musical painting that aligns with the experiences of composers such as Ravel, Debussy, and Saint Saens who were drawn to the echoes of the Orient. Puccini, in particular, was interested and informed about Orientalism, which ignited his poetics towards an impossible and ideal love that was lost due to incompatibility and carelessness. This fracture reflects the West-East relationship, the orchestra, the libretto, and the interpretation as a whole.

Therefore, when it comes to opera, innovation and personalization take on a different meaning, and it's crucial to recognize the art form's unique nature. Opera is not just a performance, but a collaborative process that involves the entire team, and the audience is an essential part of it. Each production is a distinct entity that stands on its own, making it a remarkable experience that cannot be duplicated."



GIACOMO PUCCINI



# THE VENUE

KOH PICH THEATER  
3000 SEATS

# LANGUAGE & TRANSLATION

Madama Butterfly, one of opera's most enduring tales of unrequited love, tells the tragic story of Cio-Cio-San, a young Japanese girl who falls in love with American naval officer Pinkerton, with devastating consequences. The poignant score composed by Puccini adds depth and emotion to this heart-wrenching tale.

As customary with Italian Opera, this production is sung in Italian. However, to make it accessible to everyone, there will be live subtitles and a printed translation in English. This will allow the audience to fully immerse themselves in the beauty and drama of the performance, regardless of their language proficiency.



# PARTNERSHIP OPPORTUNITIES

This is a rare opportunity to show your support for the arts in Cambodia, whether you are a corporation, company, or an individual lover of the arts. Producing operas is one of the most complex tasks in classical music because of the many technical challenges involved. For the upcoming production of Madama Butterfly, we require a full orchestra, a choir, 16 cast members, 15 art and production staff, multiple suppliers and vendors, costumes, stage design and props, lighting design, and 2 weeks of rehearsals. Most of the cast and production staff will be flown in from Italy, Japan, and other overseas locations.

Our team is comprised of talented experts, but we need your help to make this amazing production a reality. This project is driven by love and passion for Opera, the arts, and the development of classical productions in Cambodia. We are seeking private and corporate partners who share our vision to turn this exceptional event into a resounding success. By joining forces, we can make a lasting impact on the cultural landscape of Cambodia and help foster a vibrant arts community for years to come.



# SEEKING STRATEGIC PARTNERSHIPS IN CAMBODIA

We are seeking the perfect partners in support of this stunning production.

- Main Sponsors with packages ranging \$2000, \$60,000
- Italian and Japanese Beverage
- Costumes and Make-Up
- Hotels in PP and SR
- Flight Partners (Japan-Cambodia, and Italy-Cambodia)
- Local Transport Partners
- Ticketing Promotion Partners



# CURRENT SUPPORTERS

- The Japan Foundation
- Japanese Chamber of Commerce and Industry, Cambodia
- Italian Embassy, Bangkok
- Italian Cambodia Business Association ICBA
- Italian Arts Committee in Cambodia AC-ICBA
- Soundskool Music Cambodia
- The Piano Shop Cambodia
- NPO Tokyo Opera Sponsorship and Cooperation
- Embassy of Japan in Cambodia
- Ministry of Culture and Arts of Cambodia
- Ministry of Education, Youth and Sports of Cambodia
- Royal College of Arts of Cambodia
- Cambodia Arts Foundation NGO



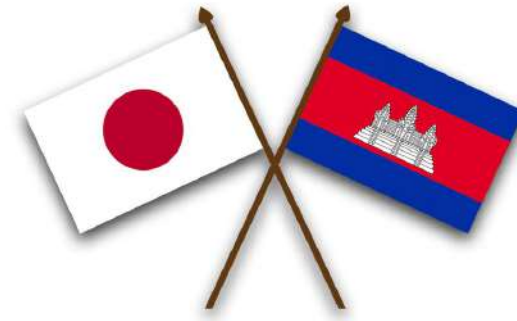


# PROJECT PARTNERS



Ambasciata d'Italia

EMBASSY OF ITALY  
IN CAMBODIA



在カンボジア日本国大使館  
Embassy of Japan  
in Cambodia

EMBASSY OF JAPAN  
IN CAMBODIA



EMBASSY OF JAPAN  
IN CAMBODIA



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CAMBODIA



THE PIANO SHOP  
CAMBODIA



CAMBODIA  
OPERA PROJECT



MEDIA & COMMS  
PARTNER



TICKETING SERVICE  
PARTNER

# THE TEAM



DIRECTOR  
VINCENZO GRISOSTOMI  
TRAVAGLINI



ASSISTANT DIRECTOR  
HRH RAVIVADDHANA  
MONIPONG SISOWATH



ART DIRECTOR, COSTUMES & CASTING  
AI IWASAKI



CONDUCTOR AND  
MUSICAL DIRECTOR (ITALY)  
MARCO TITOTTO



MUSICAL DIRECTOR (JAPAN)  
JUN ISAKA



DIRECTOR OF PRODUCTION  
GABRIELE FAJA



DESIGN DIRECTOR  
JUVERIS TENISONS



LIGHTING DIRECTOR:  
GIOVANNI PIRANDELLO

# THE CAST



YASUKO FUJI



AI IWASAKI



ENRICO TERRONE GUERRA



TAKAHIRO MURATA



SETHISAK KHUON



NHOENG KANOL



NG MARTIN

# TIMELINE\*

17:00 ARRIVAL (REFRESHMENTS)

17:40 CALL TO SEATS

17:50 OPENING SPEECH OF MAIN SPONSOR

17:55 OPERA SPEECH BY HRH R.M. SISOWATH

18:00 ACT I

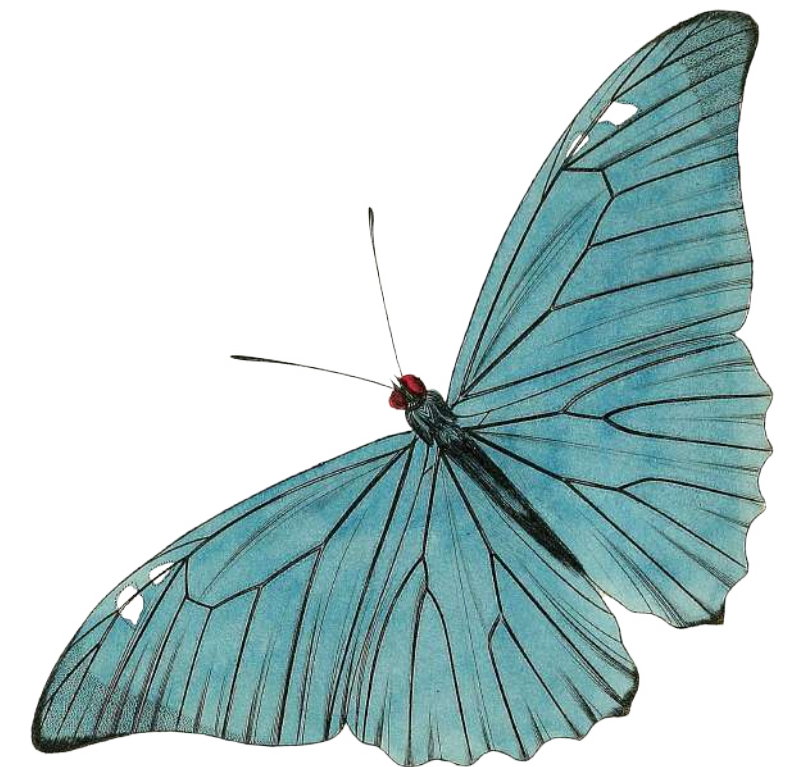
18:40 INTERVAL (REFRESHMENTS)

19:05 CALL TO SEATS

19:15 ACT II & III

20:25 END OF EVENT AND CURTAIN CALLS

\*SUBJECT TO ADJUSTMENT





PARTNERSHIP  
OPPORTUNITIES

# OPERA PARTNER

## BRAND VISIBILITY

- "Your company" presents Madama Butterfly 2023
  - Company branding on all Print, Digital Art and Media
  - Branded On Opera Poster, Tickets, Event Booklets
  - First full page opening remarks by CEO or delegate
  - Chair and Speech at Press Launch
  - Branded banner and lights front of Koh Pick Facade
  - Dedicated Professional Communications Agency
  - Company branded marketing and adverts
- communication exclusivity (no competitors)

## ATTENDANCE

- Opening Speech by CEO or delegate
- 30 tickets for Main Sponsor area and seats
- Red Carpet Arrival and parking
- Press and TV interviews on arrival
- Personal Photographer for event duration
- Meet artists and producers at event
- Italian and Japanese Food and Beverage
- Personal Waiting staff for event duration

## PRODUCT PLACEMENT

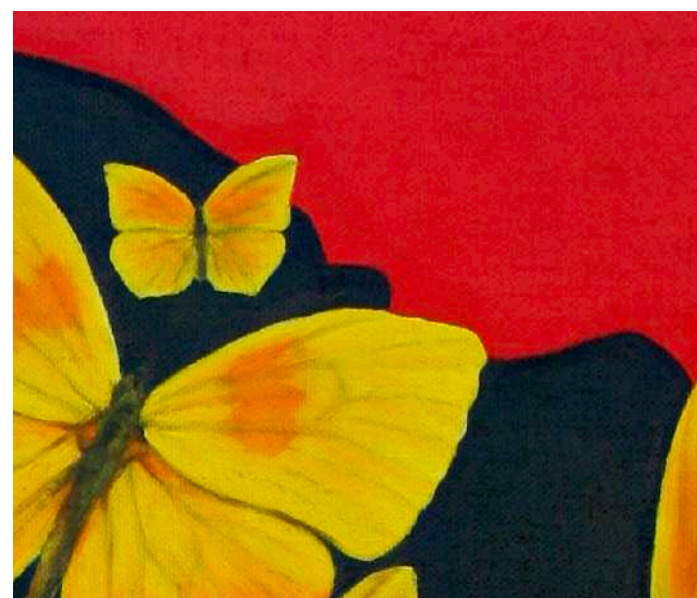
- Presentation areas outside (also for automotive)
- Presentation area in lobby (booth or as required)

## POST PRODUCTION

- Photos and Video albums of event

## CONTRIBUTION

\$ 60,000



# PLATINUM SPONSOR

## BRAND VISIBILITY

- Platinum Sponsor: Company Logo [largest]
- Logo On all Print, Digital Art and Media
- Logo On Opera Poster, Tickets, Event Booklets  
middle half page opening remarks by CEO or delegate
- Chair and Speech at Press Launch
- Logo on all marketing and adverts communication

## ATTENDANCE

- 24 tickets for VIP area and seats
- Red Carpet entrance
- Personal Photographer for event duration
- Meet artists and producers at event
- Italian and Japanese Food and Beverage

## PRODUCT PLACEMENT

- Presentation area in lobby (booth or as required)

## POST PRODUCTION

- Photos and Video albums of event

## CONTRIBUTION

\$ 30,000



# GOLD SPONSOR

## BRAND VISIBILITY

- Gold Sponsor: Company Logo [medium]
- Logo On all Print, Digital Art and Media
- Logo On Opera Poster, Tickets, Event Booklets
- Chair and Speech at Press Launch
- Logo on all marketing and adverts communication

## ATTENDANCE

- 12 tickets for VIP area and seats
- Red Carpet entrance
- Meet artists and producers at event
- Italian and Japanese Food and Beverage

## POST PRODUCTION

- Photos and Video albums of event

## CONTRIBUTION

\$ 20,000





# SILVER SPONSOR

## BRAND VISIBILITY

- Gold Sponsor: Company Logo
- Logo On all Print, Digital Art and Media
- Logo On Opera Poster, Tickets, Event Booklets
- Logo on all marketing and adverts communication

## ATTENDANCE

- 6 tickets for VIP area and seats
- Red Carpet entrance
- Meet artists and producers at event
- Italian and Japanese Food and Beverage

## CONTRIBUTION

\$ 10,000



# PATRON

## BRAND VISIBILITY

- Mention in Evening Booklet (for non-corporate sponsors)
- Mention on all Communication

## ATTENDANCE

- 4 tickets for VIP area and seats (\$240 value)
- Red Carpet entrance
- Meet artists and producers at event
- Italian and Japanese Food and Beverage

## CONTRIBUTION

\$ 2,000





## CONTACT

**GABRIELE FAJA**  
DIRECTOR OF PRODUCTION

+855 12 850 449  
[gabi@soundskool.asia](mailto:gabi@soundskool.asia)

## BOARD OF ADVISORS

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UNDER-SECRETARY OF STATE

**TASSILO BRINZER**  
CHAIRMAN OF EUROCHAM

**ANTOINE FONTAINE**  
ATTORNEY-AT-LAW



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