**Press Office 27/02/2025**

**Infront alongside Fondazione Arena di Verona for the *Arena Opera Festival Experience 2025-2026-2027* corporate project**

**Last night, the package of exclusive experiences for companies was presented to sponsors and representatives of the 67 *Colonne per l’Arena*. And the first ticket office figures were released: +€2 million compared to February 2024**

The Arena di Verona, a symbol of the greatest international opera for over a century, is preparing to welcome not only artists and spectators, but also corporate customers, to its thousand-year-old venue. For the fourth consecutive year, companies and entrepreneurs from every continent will be able to enjoy exclusive experiences inside the world's largest open-air opera house. The *Arena Opera Festival Experience* is back, with a new twist. **Infront Italy, a leading major events management company, will coordinate the corporate project of Fondazione Arena di Verona for the next three summers, 2025 – 2026 – 2027.**

The official presentation took place last night, at the Teatro Filarmonico, in front of the representatives of sponsors and the 67 *Colonne per l’Arena*. A chance to outline the objectives of the next Arena season, starting with the first ticket figures: **pre-sales for the Arena Opera Festival 2025 have already exceeded the revenue recorded at the end of February last year by €2 million.** The General Manager of Fondazione Arena, Cecilia Gasdia, was in attendance, together with the Deputy Artistic Director, Stefano Trespidi, and the Principal Marketing Consultant, Andrea Compagnucci, the Councillor for Culture of the Municipality of Verona, Marta Ugolini, the President of Veronafiere, Federico Bricolo, Valeria Bosco for Agsm-Aim and the Managing Director of Infront Italy, Alessandro Giacomini.

**Cecilia Gasdia, General Manager of Fondazione Arena:**"*The generosity and unwavering determination with which all our patrons have supported and backed us for four years, has enabled us to manage, safeguard and spread knowledge of music, opera and the history of the wonderful open-air theatre at the Arena di Verona throughout the world. Tonight, we are launching the fifth year of this wonderful project. An incredible season awaits us, beginning on June 13 with the new production of Nabucco, directed by Stefano Poda. Together, we look forward to opening the 102nd Opera Festival. We are also launching our corporate experiences, this year under new management, which we are welcoming into the great family of the Arena di Verona this evening".*

**Stefano Trespidi, Deputy Artistic Director of Fondazione Arena:**"*The numbers never cease to surprise us, with this year's pre-sales over €2 million ahead of 2024. Releasing the Festival schedule early allows us to improve results, which is why we will announce the 2026 Season in just a few weeks. If revenue increases, it is essential to also grow the support we receive from companies. To keep making our Festival even more extraordinary, major investments are needed, both to increase artistic quality and to make sure our incredible machine runs smoothly. Congratulations go to all our workers, without whom none of this would be possible. The support we receive from private individuals is also key with a view to a future adjustment of wages".*

**Marta Ugolini, Councillor for Culture of the Municipality of Verona:** *“It is a source of great joy and satisfaction to see the most important companies and individuals in the city contribute to the development of Fondazione Arena, an increasingly close relationship between culture and the production system of the local area. This cooperation is a flagship initiative that we hope will continue for many years to come. There is a vision here – a future-oriented approach that is absolutely vital. And the municipal council is here and ready to support it".*

**Infront** is expanding its outreach, bringing its expertise in the management of major events to the field of **cultural and entertainment experiences**. The aim is to offer the business world an exclusive way of experiencing the Opera, with a particular focus on enhancing the Arena di Verona and its historical and artistic heritage. The **102nd Arena Opera Festival**, scheduled from **13 June to 6 September**, will be enriched with outstanding hospitality provided by our new partner. **Four experiences** will combine the great opera tradition with an exclusive and personalised welcome: **The Star Roof, Stone Lounge, Backstage VIP Pass and Vinitaly, the opera's overture – new for 2025**. These initiatives strengthen the link between the business world and the great tradition of opera, consolidating the Arena’s status as an international cultural and networking hub.

**Alessandro Giacomini, Managing Director of Infront Italy**: "*The collaboration with Fondazione Arena di Verona is a significant step for Infront, as we expand our outreach into the field of cultural and entertainment experiences. Infront is not only a major player in the sport world, but brings its experience and expertise to bear in corporate hospitality and corporate experiences, bringing an exclusive and innovative hospitality model into the extraordinary context of opera. This collaboration with Fondazione Arena di Verona will allow us to offer the public new opportunities to experience the Arena in a unique way, combining excellence, culture and high-level hospitality.*”

A thousand-year-old monument, the oldest Opera Festival in the world, the largest outdoor opera stage in the world and over 500,000 spectators each season, the Arena Opera Festival is a unique reference point for culture and international tourism. And also a whirlwind of emotions and experiences, which companies can book for their staff or for customers and key stakeholders.

**THE ARENA OPERA FESTIVAL EXPERIENCE 2025**

**The Star Roof**, the terrace overlooking Piazza Bra is a little secret – the floor that connects the first circle of the Arena with the wing that survived the earthquake of 1117 and has always been a symbol of the Arena. In this venue, 24 guests a night can enjoy a special dinner curated by a Michelin-starred Chef, before attending the Opera from the prestigious **Palco Reale** (Royal Box).

Below the majestic Arena Wing lies the **Stone Lounge**, once a thousand-year-old protected site, next to the stalls entrance. The experience (available for up to a maximum of 80 people) includes a dedicated welcome in a reserved area with an aperitif and light supper, ideal for companies and sponsors who wish to offer their guests an exclusive and prestigious evening.

Lovers of opera and history can see behind the scenes with the **Backstage VIP Pass**, a unique tour that allows access to the most fascinating spaces in the Arena, from tailors to scenery workshops and onto the stage, to experience the magic of preparing a great operatic show. And to discover what is not accessible to the public.

For those who wish to combine business and culture or food, wine and entertainment, **Vinitaly, the opera's overture** will offer an exclusive pre-opera experience in one of the most prestigious places in Verona, the Gran Guardia. **Veronafiere** will be alongside Fondazione Arena during the Arena evenings. Two outstanding local initiatives and a symbol of ‘Made in Italy’ quality across the world. This new experience is gradually taking shape and all will be revealed before the summer.

**Federico Bricolo, President of Veronafiere:** "*Fondazione Arena has managed to unite the Verona system with the Municipality, the Institutions and leaders from the Veronese business world to protect and enhance this symbol – the business card of our city all over the world. A future-oriented initiative that we want to be a part of, which is why we have decided to combine the excellence of opera with that of the wine. Vinitaly will be present during performance evenings, with a new experience – the only one of its kind in the world. We are proud to contribute to the international growth of the Arena and the city of Verona".*

**Andrea Compagnucci, Principal Marketing Consultant of Fondazione Arena**: "*Wine and opera are two languages that tell the story of this city, Verona. To showcase this perfect combination to the world, collaboration with Veronafiere is fundamental. And we have finally managed it! We would also like to thank the companies who have recently signed up with us again, including Unicredit, Generali and Müller and welcome our new sponsor for 2025, the Ferroli Group. The number of companies that decide to invest in Fondazione Arena is growing year on year and we are particularly proud of all the work done. Agsm-Aim has also been by our side since last year".*

**Valentina Bosco, Agsm-Aim institutional communication:** "*Agsm-Aim is a group that looks to the future and is rewriting its business plan. This is precisely why joining forces with the outstanding Fondazione Arena, a source of pride for Verona, both in Italy around the world, was a must".*

To guarantee the highest level of quality of the services offered during the experiences, Fondazione Arena has selected a shortlist of partners with strong local roots. **Sartori di Verona** will be an Official Supplier with an exclusive licence to serve wines, strengthening the link between wine and cultural excellence of Verona. The **Consorzio Tutela Aceto Balsamico Tradizionale di Modena** (Consortium for the Protection of Traditional Balsamic Vinegar of Modena) will guarantee guests guided tastings of their ‘black gold’, one of the most famous and outstanding Italian products around the world. **Forno Bonomi**, a world leader in the production of savoiardi (ladyfingers) biscuits and baked desserts, will be present once again this year with some delicious specialties.

Fondazione Arena's thanks go to all our sponsors and partners, starting with UniCredit, which has supported us for a decade now, and also Volkswagen Group Italia, Calzedonia Group, Pastificio Rana, Forno Bonomi, DB Bahn Italia, Genny, Müller, which will also support the Arena per tutti accessibility project in 2025, BCC Veneta, Generali and RTL 102.5. And also Agsm, which is renewing our partnership, Veronafiere, Consorzio Aceto Balsamico Tradizionale di Modena, Sartori di Verona, Manpower, Poste Italiane, Air Dolomiti, A4 Holding, SABA Italia, Mantova Village, SDG Group, Metinvest and Palazzo Maffei Casa Museo.

**Infront: excellence and innovation for the world of experiences**

With this collaboration, Infront is confirming its ability to innovate and create value in the field of cultural experiences and entertainment. Its wealth of experience in the management of high-level sporting events is now applied to the Arena di Verona, with the aim of further elevating the audience experience and strengthening the international positioning of the Opera Festival. Infront, a Wanda Sports Group company headquartered in Zug, Switzerland, boasts a team of over 1,000 experts working in 44 offices in more than 17 countries worldwide, and offers innovative digital solutions, high-level operational solutions for events, international media rights distribution, sponsorship sales and launches and state-of-the-art media production. @infrontsports [www.infront.sport](http://www.infront.sport/)

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