

OVERVIEW:

Opera Del Sol, a breakout immersive production company with a mission to change the way people experience opera, partnered with LYNX to produce a popup performance on a LYNX bus. Passengers were so surprised and excited about the performance that riders on the bus passed up their stop to continue listening to the opera. The performance was part of the agency's 25th anniversary celebration. The opera was broadcast on Facebook Live.

COMMUNICATIONS:

Press Release & Web Article

Opera del Sol Partners with composer, Nathan Felix to Produce Opera on a LYNX Bus

For immediate release:
Contact: Nicole Dupre'
nicole@operadelsol.org

What: Performance "Opera on a LYNX Bus"
When: Wednesday July 11, noon
Where: LYNX Central Station, Link 7

July 5, 2018 (Orlando, Fla.) - Opera del Sol to produce a flash-mob-style performance aboard a LYNX bus, with Award-winning Austin Composer Nathan Felix (<http://electrochestr.com>), in which bus passengers encounter opera singers and musicians. This musical pairing are known for activating non-traditional performance spaces with music, and are excited to celebrate LYNX' 25th Anniversary with a unique musical performance.

Opera del Sol founder, Nicole Dupre' will promote upcoming Aug. 2-4 performances of *Music of the Night Masquerade*, as well excerpts from Nathan Felix's *Opera on a Bus*, an original musical production produced in San Antonio in October, via these flash-mob experiences for riders on Orlando's LYNX bus system.

This unique community concept to engage bus patrons will feature talented local singers and string players that will travel on Link 7 from LYNX Central Station at noon towards Florida Mall and then surprise patrons as they burst into song. Those in the area will most likely stumble upon string players, a soprano singer as well as a tenor.

The surprise opera will be available live on [LYNX' Facebook](#) page. Raw on board video will be available for media use immediately following the event via WeTransfer.

Visit operadelsol.org for more information on Operal del Sol, or you can reach Nicole Dupre' at nicole@operadelsol.org. Also, visit Electrochestr.com for more information on composer, Nathan Felix.

*Routing not for public release.

The screenshot shows a news article on the Telemundo 31 website. The main headline is "LYNX celebra 25 aniversario con ópera en un autobús". The article is by TELEMUNDO 31 and was published on July 12, 2018. It features a large photo of the interior of a bus during the performance. To the right of the article is a "LO QUE ESTÁ TRENDING" section with four trending items, a "PRONÓSTICO DEL TIEMPO" section for Orlando, FL, and a "CUATRO PREGUNTAS RÁPIDAS" section. The article text describes the flash-mob performance on the bus and mentions the composer Nathan Felix.

COMMUNICATIONS:

Web Article

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El Sentinel / Comuni

Sorprenden a los pasajeros de un autobús de LYNX



Este emparejamiento musical es conocido por activar espacios de actuación no tradicionales con música. Los artistas afirmaron estar entusiasmados de celebrar el 25 ° Aniversario de LYNX con una actuación musical única.

By **El Sentinel**

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JULY 11, 2018, 6:30 PM

La Opera del Sol sorprendió a los pasajeros de un autobús LYNX en la ciudad de Orlando con un espectáculo que produjo con el estilo *flash-mob*, con el galardonado compositor de **Austin Nathan Felix**. Los pasajeros se encontraron con cantantes de ópera y con músicos durante el trayecto.

Este junte es conocido por activar espacios de actuación no tradicionales con música, y los artistas afirmaron estar entusiasmados de celebrar el 25 ° Aniversario de LYNX con esta “actuación única”.

La fundadora de Opera del Sol, Nicole Dupre' promovió las próximas presentaciones del 2 al 4 de agosto de *Music of the Night Masquerade*, así como extractos de la *Opera on a Bus* de Nathan Felix, una producción musical original producida en San Antonio en octubre, a través de estas experiencias para los pasajeros del sistema de autobuses LYNX de Orlando.

Este concepto único de comunidad para involucrar a los usuarios del autobús contó con talentosos cantantes locales y músicos de cuerdas que viajaron desde la Estación Central LYNX hacia el **Florida Mall**.

COMMUNICATIONS:

Web Article

The screenshot shows a news article from 90.7 WMFE. The article title is "POP-UP 'OPERA ON A BUS' BRINGS MUSIC TO ORLANDO LYNX ROUTE", dated Monday, July 9, 2018, by Christen Kelley (WMFE). Below the title are social media share buttons for Facebook and Twitter. The main image shows the exterior of the Lynx Central Station, a modern building with a large, curved, blue-tinted metal canopy. A yellow Lynx bus is parked in front of the station. The caption below the image reads: "Lynx Central Station. Photo: Miosotis Jade, via Wikimedia Commons".

LYNX bus riders are in for a surprise Wednesday. A flash mob-style opera performance will break out in celebration of LYNX's 25th anniversary.

Orlando-based production company Opera Del Sol is teaming up with Austin composer Nathan Felix to give LYNX passengers a special show: an Opera on a Bus. Felix composed the opera last year in San Antonio to encourage more people to ride the bus there. Opera Del Sol is known for its unconventional performances in unexpected spaces. The event will feature local singers and string players.

Opera Del Sol Executive Director Nicole Dupre' said having the performance on a bus allows the audience to see opera in a new light.

"I think when people experience live music, it really kind of opens their eyes to what it can be. Instead of just telling people this preconceived idea that opera is boring, or they don't know the words or they're not gonna enjoy it," Dupre' said. "So why not try to deliver it in a new and cool way?"

To avoid ruining the surprise for passengers, the route details of the event will not be released. Organizers said it will be happening at noon Wednesday. The event will also be live-streamed on LYNX's Facebook page.

Facebook Live Link

The screenshot shows a Facebook Live video post from the Central Florida Regional Transportation Authority (LYNX). The video shows the interior of a bus during the "Opera on a Bus" event, with passengers watching a performance. The post includes the LYNX logo, the text "Pop-Up Opera on the Bus", and engagement metrics: 71 reactions (likes, loves, wow) and 17 shares. Below the video are several comments from users like Leonardo Andres Alonzo, Terri Drake, Courtney Reynolds, and Susan Owen, all with "Like" and "Reply" options.

<https://www.facebook.com/golynx/videos/10156693487077262/>



COMMUNICATIONS: (Social Media coverage)

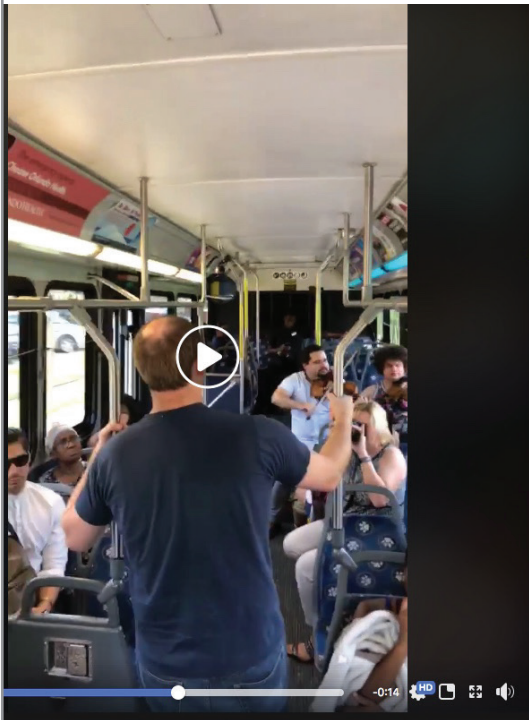
Facebook & Instagram Posts



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operadelsol #MediaDay!! **Exciting news!** We are doing a #SURPRISE #popup performance on board a #LYNX bus this Wednesday! The route we are taking is #SECRET, but we are excited to have Mayor Buddy Dyer join award-winning #composer Nathan Felix and #Operadelsol for this unforgettable experience celebrating #LYNX's 25th #Anniversary! 🎉🎉🎉 Today we recorded a #segment with A Corporate Time with Tom & Dan for 104.1! Also did a #phoneinterview with @wmfeorlando 📺📺📺 #makeoperasexyagain #lynxtransportation #orlandoyoudontknowthehalfofit #operadelsollaborates #orlandounited #orlandoarts @nathannoise #npr #opera #operalovers #classicalmusicissexy #culture #sexyculture #cultureissexy #sexyfaceofafeminist How cool!

55 likes
JULY 9
Log in to like or comment.



Central Florida Regional Transportation Authority (LYNX) was live. about a month ago

Pop-Up Opera on the Bus Continues


65 reactions 34 Shares 2.8K Views

Like Comment Share

Comments Up Next

All Comments

- Manuel Iglesias 0:05 Nice ... Like · Reply · 4w
- Modesta Bayona 0:24 Like · Reply · 4w
- Anna Marina 0:22 Amazing Like · Reply · 4w
- Joyce Riascos 0:00 Like · Reply · 4w
- Ken Davis 0:01 No Like · Reply · 4w
- Nancy Dingman 0:24 Like · Reply · 4w



Central Florida Vocal Arts was live. Like This Page · July 11 · Edited

Opera on a bus!!!


Next up for Orlando Light Opera and Opera del Sol - Music of the Night Masquerade <https://central-florida-vocal-arts.ticketleap.com/masquerade/>

6,391 Views 107 reactions 99 Comments 67 Shares

Like Comment Share

Realtime Comments

- Natasha Dealecio 0:20 Like · 4w
- Becki Creighton 0:18 Like · 4w
- Omar Vazquez Miguel 0:17 I heard this today on wmfe Like · 4w
- Katie Sara 0:11 Hello Like · 4w
- Felipe Gardina 0:07 Like · 4w
- Arisa Sullivan 0:07 So glad you got a recording. Who are the violinists? Like · 4w



Central Florida Regional Transportation Authority (LYNX) was live. about a month ago

Pop-Up Opera on the Bus

71 reactions 17 Shares 1.2K Views

Like Comment Share

Comments Up Next

Most Relevant

View previous comments 20 of 50

- Leonardo Andres Alonzo 0:21 Like · Reply · 4w
- Terri Drake 6:48 Like · Reply · 4w
- Courtney Reynolds 18:31 Like · Reply · 4w
- Susan Owen 10:06 Like · Reply · 4w



COMMUNICATIONS: (Social Media coverage)

Facebook, Twitter & Instagram Posts

Mayor Buddy Dyer @orlandomayor · Jul 11

Today during my lunch break I was able to experience first hand just how much our arts scene has grown. @OperadelSol gave @lynxbusorlando passengers a special show with a pop-up performance.

5 7 31

Central Florida Vocal Arts was live. July 11

Opera on a bus!!!

Next up for Orlando Light Opera and Opera del Sol - Music of the Night Masquerade <https://central-florida-vocal-arts.ticketleap.com/masquera.../>

107 99 Comments 67 Shares 6.3K Views

Like Comment Share

Most Relevant

Write a comment...

Chris Cortez · 0:07 I have a structured settlement and I need cash now. 😊
Like · Reply · 4w

1 Reply

Alina Alcántara · 13:59 What a beautiful idea! Bring art into the community! I'm sure they're wondering what on earth is going on...but their spirits are soaking it all in. I love it. 🥰
Like · Reply · 4w

Kristina Ferro · 2:21 I LOVE this and YOU ❤️❤️❤️
Like · Reply · 4w

Phoebe Engle · 7:31 Love this. At MKW, and just checked FB, there you are! Listening to you as I prep dinner 😊😊

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operadelsol Did you hear, we did a #popup on a #LYNXBus with Mayor Buddy Dyer yesterday! This was in celebration of LYNX's 25th Anniversary and Opera del Sol's "Music of the Night Masquerade" coming AUGUST 2,3, and 4! Unsuspecting passengers heard original songs by composer Nathan Felix @nathannoise and songs from #Masquerade! Keep your eyes peeled- you never know where Opera del Sol will be next! #operadelsolcollaborates

🙌🙌 Thank you @glynx @shopfloridamall @thecitybeautiful for helping us coordinate our performance. Also lets give it up for our #operasingers Sarah Purser and Andrew LeJeune, and our incredible #musicians Daniel Cortes and Tanner Johnson @tannergjohnson 🙌🙌

📺 Video content by @reelartistic and thank you to our partners @cfvocalarts for helping with social media and partnership!

70 likes JULY 12

Log in to like or comment.

LYNX @lynxbusorlando · Jul 11

A big thanks to @OperadelSol for an amazing pop-up performance today on Link 7. We also want to give a shout-out to @orlandomayor for his support. #LYNX25

1 2 17

Central Florida Regional Transportation Authority(LYNX) shared a video. July 12

943 Views

Opera del Sol is with Central Florida Vocal Arts at LYNX Central Station. July 12 · Orlando · 📍 Like Page

On Wednesday July 11th, Opera del Sol in partnership with Central Florida Regional Transportation Authority(LYNX) rode a #LYNXBus from downtown Orlando with Orlando Mayor Buddy Dyer towards the The Florida Mall. *10 minutes into the ride they BURST into a #PopUp #Opera performance for the unsuspecting riders.* Singers Sarah Purser Bojorquez and Andrew LeJeune along with musicians Daniel Cortes and Tanner Johnson surprised everyone with original songs by composer Nathan Felix & also sang hits from our upcoming Music of the Night Masquerade happening August 2, 3 and 4 at The Orlando Repertory Theatre, Tickets available: <https://central-florida-vocal-arts.ticketleap.com/> Our mission is to get people excited about opera, and show everyone how cool, sexy and immersive it can be! (*VIDEO SHOT & EDITED BY: Reel Artistic*)

Adrian Reyes and 3 others

Like Comment Share