

General DNO&B strategy for 2019–2025

The Norwegian National Opera & Ballet looks ahead to 2025:

We will make art a more important part of people's lives.

- *We will create and present operas and ballets which make an impact. Productions are the beating heart of our activities. We tell stories through the language of movement, song and music, in scenic expressions which embrace the grand and the intimate. We are confident in the uniqueness and individuality of our genres. We succeed by using our art to steward tradition by interpreting and reviving it. We succeed by practising our art with precision, relevance and courage, and by taking risks.*
- *We will nurture and develop direct encounters with audiences, to ensure that our productions reach as many people as possible. Our performing art will challenge experienced audiences and captivate new ones. Digital solutions enable us to reach out to wider audiences, create new artistic expressions and improve the way we work.*
- *We will develop from the grass-roots level, all the way up to the elite. We involve children, young people and adults - not just as audiences but as participants and performers.*
- *We will present content that strengthens the Opera House's importance as a national and international landmark. We utilise the Opera House's hospitable accessibility to become more open and inclusive.*
- *We will be an attractive partner for sponsorship. We share our expertise and are curious and willing to learn from others. We inspire those who develop opera and ballet. We develop dynamic teams and strong talents.*
- *We will expand our artistic opportunities by planning carefully, making the best use of resources and working well with others. We dare to think differently in our organisation, innovation and development in order to realise the potential of every single production.*
- *We will have open and clear communication, both within our organisation and with the world around us. Everyone at DNO&B enjoys a respectful environment which promotes outstanding performances.*