

Ulysses festival second season celebrates brave new worlds of technology and art

By Michael J. Solender

PUBLISHED IN: ARTS ALIVE

Nearly 19,000 people attended events at the first Ulysses arts festival in 2012, according to a recently released report.

More encouraging for festival organizers was the number of new patrons (260) attending the Charlotte Symphony, N.C. Dance Theatre and Opera Carolina Ulysses-specific performances. And 1,400 season subscribers to one organization used the festival discount code to buy tickets for a performance to which they are not subscribers.

“The participant figures show great promise for the future of the festival and the demand for this type of quality programming,” said festival chair James Meena of Opera Carolina. “I am extremely pleased we have such a great foundation to build upon. We are beginning to create a legacy I think that will be here for future generations of arts patrons and even perhaps become an event destination for those outside our region, our programming is that good.”

The festival budget was \$67,000, with marketing and media expenditures representing more than half.

Nearly 500 students and teachers participated in educational programming, which included a residency with First Ward Creative Arts School and Northwest School of the Arts.

Programming included events at the Bechtler Museum of Modern Art, Mint Museum, Light Factory, Charlotte Jewish Film Festival, Levine Museum of the New South, Wingate University’s Batte Center.

This year’s festival theme is “Brave New Worlds: Technology and Art.”

The 2013 festival will offer programming from additional partners including the McColl Center for Visual Art, UNC Charlotte College of Arts & Architecture and Don Gibson Theatre.

• Ulysses Festival

Sample 2012 attendance:

Levine Museum of the New South Community Day: 1,241.

N.C. Dance Theatre “Sleeping Beauty”: 6,890.

Opera Carolina “Eugene Onegin”: 4,288.

Charlotte Symphony Classics Tchaikovsky concerts: 3,764.

2013 festival details:

www.charlottecultureguide.com

Related Stories

Related Images

Season ticket holders of any festival partner receive a 50 percent discount on the purchase of single tickets to a performance of another partner. For others, the purchase of two or more festival performances receives a 35 percent discount. Several festival performances are free.



[Subscribe to The Charlotte Observer.](#)