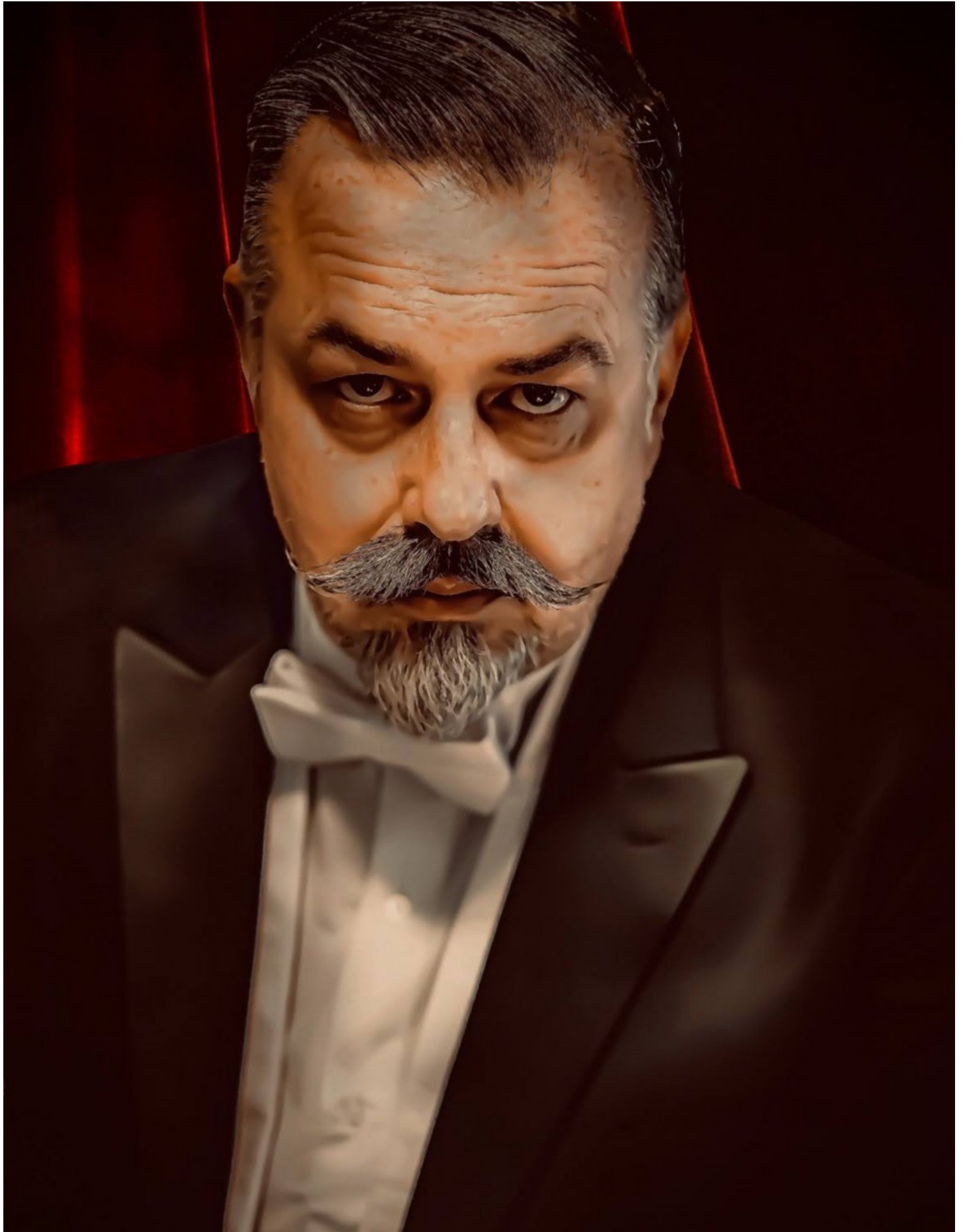


Revolutionizing the Opera? Mystic Side Opera Co. Announces Plans for Application Technology Innovations

Mystic Side Opera is bridging high-tech and high-culture, using advanced AI, AR, & robotics to catapult the 400-year old art into the future while creating unforgettable experiences for audiences and opening up new opportunities for artists.



Malden, Massachusetts Feb 17, 2023 ([IssueWire.com](https://www.issuewire.com)) - [Mystic Side Opera Company](#), a nonprofit organization in the Boston suburb of Malden Massachusetts, is redefining what opera can be by using technology to enhance the immersive experience for audiences. With a vision to bridge high-tech and high culture, they're partnering with companies specializing in virtual reality, augmented reality, artificial intelligence, and robotics to create productions that are both visually stunning and emotionally engaging.

General Director Gene Sticca believes that opera is the perfect art form for this kind of innovation. "Opera has a heritage of grand spectacles and emotionally driven music," he says. "We're taking that heritage and using technology to create an even more immersive experience for audiences." The productions are unlike anything you've seen before. Imagine being transported to a different world, where holographic images dance around the performers and robots move across the stage, and scents and sounds spring to life around you. It's the perfect marriage of high-tech and high culture. Mystic Side Opera's vision doesn't stop at opera. They're also looking to extend their innovations to other performing arts, such as theater and dance.

With its vision for the future of opera and the performing arts, Mystic Side Opera Company is a well-positioned, dark-horse, company with a plan to capture up to 70% of the \$1 billion US opera market over the next 10 years. The company sees its innovations as improving audience experiences, extending to other performing arts, and creating jobs and opportunities that help future-proof the industry against impacts from events such as the Covid-19 pandemic. "We are excited about the future of opera and how our use of application technology can create experiences that are truly immersive and engaging. As a nonprofit organization, we are primarily committed to building a sustainable future for the industry, investing in the arts, and providing opportunities for artists to build a career," said Sticca.

Seed funding for Mystic Side Opera has come from [private philanthropic investment](#), donations, and grants from public agencies in Massachusetts. While the company seeks growth, Sticca also wants to insure investors are aligned with the company's nonprofit goals, "This is an investment in people and the future of the arts as much as it is in technology. It's truly a legacy-type opportunity to have been part of a massive innovation."

For more information about Mystic Side Opera Company and their upcoming productions, visit www.discovertheopera.com.

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