



Every voice tells a story.

**For immediate release  
September 8, 2022**

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## **Single tickets to San Diego Opera's season are now on sale**

**Season includes world premiere of *El último sueño de Frida y Diego*, the first opera by Gabriela Lena Frank**

**Company partners with Esser Design in celebration of historic season**

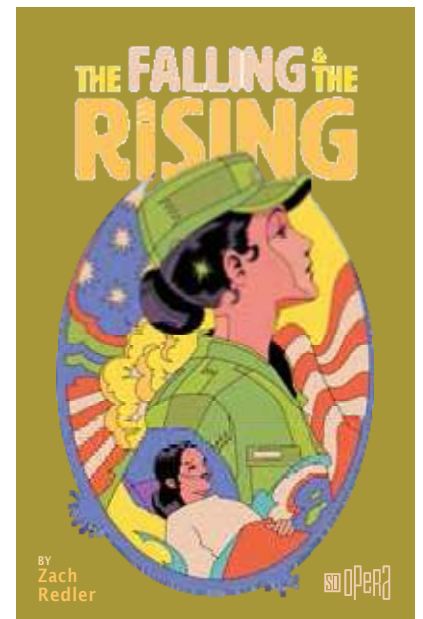
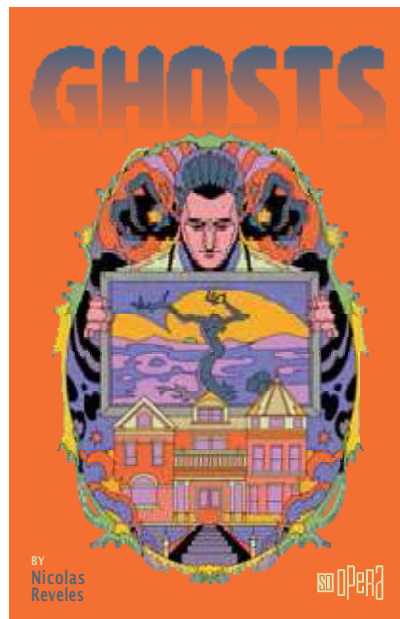
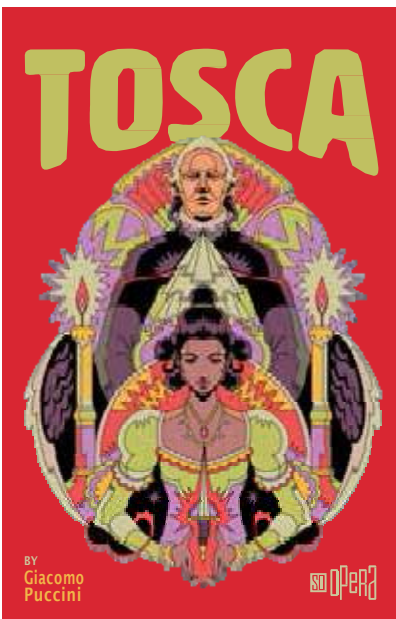
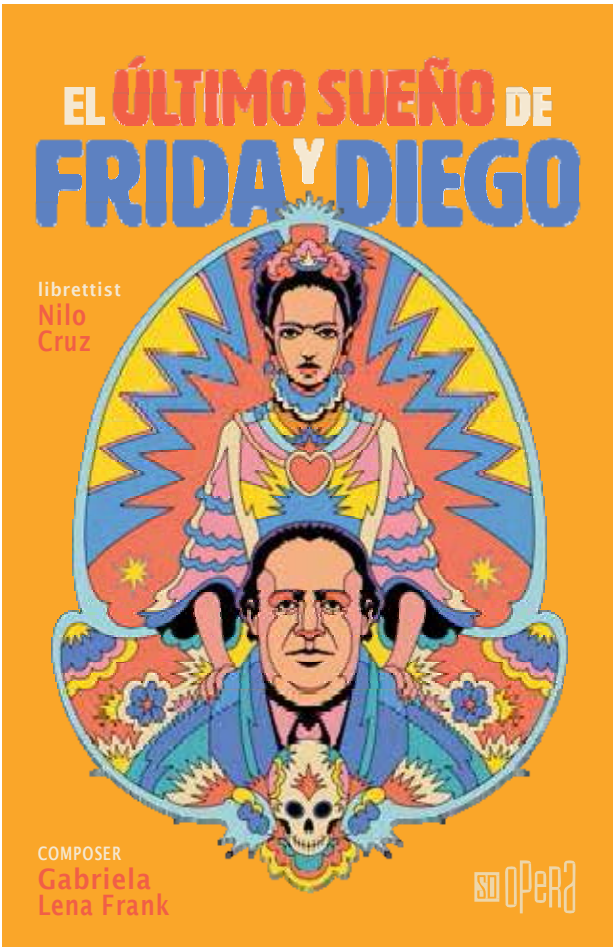
### **Tickets start at \$25**

**San Diego, CA** – Single tickets to San Diego Opera's 2022-2023 Season are now on sale beginning September 7, 2022.

The season includes the anticipated world premiere of *El último sueño de Frida y Diego*, the first opera by acclaimed composer **Gabriela Lena Frank** with a libretto by **Nilo Cruz**. The season also includes *The Puccini Duo* of *Suor Angelica* and *Gianni Schicchi* with acclaimed mezzo-soprano **Stephanie Blythe** returning for an opera first; performing the title role of Gianni Schicchi which is traditionally performed by a baritone. Another Puccini opera, *Tosca*, rounds out the mainstage season with the return of two San Diego Opera favorites, **Greer Grimsley** and **Michelle Bradley**. World premieres are not limited to the Civic Theatre stage however, as the Company presents *Ghosts*, a world premiere of three horror inspired one-act operas by local composer **Nicolas Reveles**. The season will close with *The Falling and Rising*, a new opera that explores family, service, and sacrifice inside a period of great

uncertainty and features active military personnel in lead roles. All tickets are now on sale to the general public. Tickets to all San Diego Opera performances start at \$25.

The Company is also pleased to announce a new partnership with **Esser Design** who helped the Company strategize a new logo and graphic feel for the historic season:



“Selecting the perfect illustrator for the 2022-2023 season was an important decision. Not only was Esser Design launching a new branding campaign for San Diego Opera, we were also launching their season with the world premiere of *El último sueño de Frida y Diego*. One of the primary goals of SDO’s rebrand is to better align itself with San Diego and its culturally diverse communities, as well as reach out to new audiences. San Diego has a rapidly growing Hispanic population and with that in mind, we set out to explore illustrators who would provide that infusion of Latin culture to celebrate the new season and the world premiere,” shares Pam Esser, Partner and Marketing Director at Esser Design.

"As we approach this historic season for San Diego Opera, I knew we needed someone that could create artwork and a brand as exciting, innovative and beautiful as the work I've seen on stage at San Diego Opera over the years," shares CMO Matt Graber. "After a diligent search, we decided there was no better company than Esser Design to do this historic work. Our strong early ticket sales already show us that our community is excitedly anticipating this incredible season. The work that Esser and Raul have done is only going to amplify this excitement."

San Diego Opera already has a reputation of bold visual show artwork after running a multi-year award-winning campaign from artist R. Black. The Company and Esser Design ultimately settled on Chihuahua, Mexico, based artist **Raúl Urias**. Raúl’s style imbues a strong sense of his Mexican heritage melded with other dynamic influences: Alphonse Mucha’s Art Nouveau, 60s psychedelic poster art, Austrian art deco, and legendary design icon, Milton Glaser. His rich palette amplifies SDO’s vibrant, transformative, dramatic, approachable and creative brand voice.

Raúl’s pieces have been part of several group exhibitions and one solo show. His work as an illustrator has led him to collaborate with different advertising and entertainment clients from all over the globe.

“I was excited by this project because it is the first time that I have worked on a project for an opera. When I researched this, I learned that there are already posters made 100 years ago for operas. I am excited to be part of that legacy and tradition,” shares the artist.

The Company and Esser Design have also revealed a new logo and tagline “Every Voice Tells a Story,” reinforcing San Diego Opera’s mission to deliver exceptional performances and exciting, accessible programs to diverse audiences, focusing on community partnerships, and the transformative and expressive power of the human voice.

Hi-res artwork can be accessed at: <https://sandiegoopera.smugmug.com/20222023-Show-Art/n-TgKpdD>

#### **Purchasing Tickets**

Single tickets go on sale and begin at \$25. [www.sdopera.org](http://www.sdopera.org)

#### **San Diego Opera 2022-2023 Season**

<i>El último sueño de Frida y Diego</i>	Gabriela Lena Frank	October 29, November 1, 4, and 6 (matinee), 2022
Isabel Leonard and Pablo Sáinz-Villegas		December 1, 2022
<i>Suor Angelica/Gianni Schicchi</i>	Giacomo Puccini	February 11, 14, 17, and 19 (matinee), 2023
<i>Tosca</i>	Giacomo Puccini	March 25, 28, 31, and April 2 (matinee), 2023
<i>Ghosts</i>	Nicolas Reveles	April 14, 15, and 16 (matinee), 2023
<i>The Falling and the Rising</i>	Zack Redler	May 12, 13, and 14 (matinee), 2023

#### **About San Diego Opera**

##### **Mission:**

The mission of San Diego Opera is to deliver exceptional performances and exciting, accessible programs to diverse audiences, focusing on community partnerships, and the transformative and expressive power of the human voice.

##### **Vision:**

San Diego Opera will be recognized globally as a leading example of adaptability, innovation and sustainability, promoting diversity on stage, in our repertoire, and in our staff and leadership, with a commitment to world-class and emerging talent, and innovative use of technology.

**Values:**

- Through excellence in innovative programming and education and a commitment to equity, San Diego Opera provides a lasting cultural service to our diverse community.
- Our tradition of exceptional productions of grand opera is augmented with new expressions of opera in diverse settings.
- Our deep commitment to our community propels us to embrace inclusivity, accessibility and affordability.
- Through fiscal responsibility and nimble adaptation to changing environments, we ensure the future of San Diego Opera for our community.

**About Esser Design**

Founded in 1982, Esser is an award-winning branding, marketing and communications firm located in Phoenix, Arizona. Known for our strategy, branding and creative marketing expertise, we are the definitive choice for clients looking to define and differentiate their brand, increase awareness, and reach new audiences. We draw upon a customized strategic and creative method to provide unique creative solutions to our clients through a collaborative and inclusionary process.

[www.sdopera.org](http://www.sdopera.org)

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