



## **Just before the opening of the season the Bolshoi will open its doors to everyone**

*Bolshoi and YouTube are launching a unique project «Welcome to the Bolshoi»*

On the 10th of September, two days prior to the official start of the 246th season, the Bolshoi Theatre will open its doors to everyone inclusively. We will invite every citizen of our planet to walk through all the foyers, have a look at the dressing rooms, rehearsal spaces, backstage and even to stand on the Historic Stage. All of this will be available thanks to the panoramic 360 videos, uploaded on the Bolshoi YouTube channel. Being anywhere in the world, YouTube users will be able to feel they are inside the theatre.

With special QR codes located on the media panels on the Bolshoi Theatre building on the Teatralnaya Square, as well as on the official Youtube channel of the theatre [youtube.com/bolshoi](https://youtube.com/bolshoi), spectators will be able to attend a virtual tour in 3D format, which covers the following spaces:

*Historic Stage*

*Backstage*

*New Stage*

*Dressing Rooms*

*Upper Stage (rehearsal space under the roof of the Historic Stage)*

*Beethoven Hall*

*White Foyer*

*Imperial Foyer*

*Orchestra Pit*

For the correct display of the video-tours, users should download the Youtube app. The effect of «total immersion» is better perceived on smartphones.

The pandemic has shown how fragile the way of life, each of us is accustomed to, can be. Like any other theatre, the Bolshoi was completely closed for almost six months. Then we faced the restrictions on seating capacity in the auditorium and the rules on entering the theatre, which have remained in place. The success of the project Bolshoi online, in the frameworks of which the Bolshoi and Youtube presented the viewers around the globe with the online broadcasts of ballets and operas from the so-called golden collection, inspired the idea to continue the collaboration in a totally different way, which would allow viewers from all over the world to attend the theatre, even if they are beyond the Teatralnaya Square in Moscow.

«Thanks to the collaboration of the Bolshoi Theatre with Google, we were able to create an attractive virtual «face» of the Historic and New Stages of the Bolshoi Theatre of Russia. In the new reality it is becoming vital. The opportunity to walk long the whole building, get to know our interiors, visit the backstage, the Upper Stage and the magnificent foyers, scrutinise the details of the plafond painting and the plasterwork —

to almost «touch» the Bolshoi will now be available to any Internet user around the world. We are extremely happy about this event and hope that such a tour will bring joy to our fans and will be attractive to all architecture and theatre lovers», as was remarked by Vladimir Urin, the Bolshoi Theatre General Director.

“We are so glad that digital technologies continue to make the Bolshoi Theatre accessible to wider audience. The success of the YouTube broadcasts of the production from the golden collection inspired us to create a new co-project — panoramic 360 videos, which provides any internet user with the opportunity to have a peak at the backstage, enter spaces, normally hidden from visitors, see the dressing rooms and even virtually «stand» on the Historic Stage. With the circumstances restricting the number of people, who can ‘physically’ visit the theatre, digital technologies open the doors of the Bolshoi Theatre to the whole world,” added Yulia Solovyova, Head of Google in Russia.