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SPOLETO FESTIVAL USA

2019

PRESS STYLE GUIDE

For 43 years, Spoleto Festival USA has welcomed international coverage of all kinds to document and review this multi-disciplinary celebration of the performing arts in Charleston, South Carolina. And there's a lot going on: Each season includes more than 150 ticketed events, different artists and companies, and multiple performance series. In an effort to help writers capture the Festival, we've created a guide to our branding and the 2019 season.

We are Spoleto Festival USA.

Please use the full name, including "USA," in all initial references. "Spoleto" or "the Festival" are accepted shortened versions for subsequent use.

We are not Spoleto Festival, Spoleto Music Festival, Spoleto USA Festival, Spoleto USA.

Corporate branding

Many Spoleto Festival USA performances are generously supported by corporate sponsors; some are part of branded concert series.

American Express Woolfe Street Series

Performances are held at the Woolfe Street Playhouse. In 2019: Music in Time: The Living Earth Show; Music in Time: Rebellion in Greenery; The Fever; Pay No Attention to the Girl

Bank of America Chamber Music

First Citizens Bank Front Row

Concerts in this series: I'm With Her and Punch Brothers

Wells Fargo Festival Finale featuring Curtis Harding

Wells Fargo Jazz

Artists/ensembles in this series: Esperanza Spalding, Geri Allen Tribute Quintet, Dafnis Prieto Big Band, David Virelles, Mark Turner and Ethan Iverson, Carla Bley Trio

Spoleto Festival USA produces new work and presents new and existing work.

In addition to presenting artists and their performances, the Festival produces its own operas each season, meaning all elements—from casting to design and direction—are determined by Spoleto Festival USA artistic leaders. In 2019, the opera *Salome* is a new Spoleto Festival USA production.

Spoleto Festival USA is a 501c3 non-profit organization.

Through Spoleto ETC (Engaging the Community), the Festival offers artist talks, master classes, in-school presentations, student workshops, free performance tickets, and more, as well as opportunities for professional advancement for young artists.

Piccolo Spoleto is the official outreach arm of Spoleto Festival USA. It is a separate entity, operated by the City of Charleston Office of Cultural Affairs.

Contact us! Need fact-checking assistance? Looking for specific artist or production information? We're here to help. Please call or email the public relations office with any questions.

#SFUSA2019



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