

# SPOLETO FESTIVAL USA

2020

WRITER'S STYLE GUIDE

Now approaching its 44th season, 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 Festival branding.

## **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 at Woolfe Street Playhouse: Music in Time: Distress to Serenity and ...at some point..., Sea Sick, Wonders at Dusk, and Meow Meow.*

### **Bank of America Chamber Music**

*Performances are held twice daily at the Dock Street Theatre.*

### **First Citizens Bank Front Row**

*Concerts in this series are Rhiannon Giddens with Francesco Turrisi, The Wood Brothers, and Steep Canyon Rangers.*

### **Wells Fargo Cistern Finale featuring The War and Treaty**

### **Wells Fargo Jazz**

*Concerts in this series are Abdullah Ibrahim and Ekaya, Aruán Ortiz and Don Byron Duo, Preservation Hall Jazz Band, Two Wings, A New Orleans Jazz Celebration, Linda May Han Oh and Fabian Almazan, and The Cookers*

## **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.

## **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.