



**POLIMI** GRADUATE  
SCHOOL OF  
MANAGEMENT

# GLOBAL MASTER IN PERFORMING ARTS MANAGEMENT

IN COLLABORATION WITH

**PICCOLO**

**Management, Administration and Production  
of the Performing Arts**



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# ACADEMIC BOARD



## WELCOME MESSAGE



## LUISA VINCI

**Accademia Teatro alla Scala  
General Manager**

Accademia Teatro alla Scala trains and develops all professional figures associated in some way with theater performances, with a special emphasis on opera, through its four departments (Music, Dance, Stagecraft and Management).

The teaching methodology, grounded in the philosophy of learning by doing, provides daily experience on stage and behind the scenes alongside the established artists, managers, professionals and technicians of Teatro alla Scala, supported by the contributions of internationally famous experts and specialists.

Always attuned to socioeconomic developments in the employment market, the Accademia firmly believes in the importance of training managers for the performing arts, professionals who are not only

capable of weaving a dense network of international relations, optimizing available financial resources and generating new ones, but also able to produce broad-reaching projects within a well targeted and effective cultural policy.

The partnership with POLIMI Graduate School of Management, an internationally recognized management school that fully shares the Accademia's vision and educational mission, fully responds to that objective. And the same commonality of purpose is also shared with the Piccolo Teatro di Milano - Teatro d'Europa, one of the city's most active institutions in cultural marketing.

## ACCADEMIA TEATRO ALLA SCALA

The Accademia Teatro alla Scala Foundation, **chaired by Victor Massiah** and directed by Luisa Vinci, stands as a beacon of excellence in performing arts education on the international stage. Deeply rooted in the rich heritage of La Scala, the Academy offers a comprehensive curriculum encompassing all facets of live performance. Our faculty, comprised of world-renowned artists and industry professionals, ensures a world-class learning experience. This is due to the extensive experience gained through opera and ballet productions, concerts, exhibitions, and special projects, coupled with internships at leading performing arts institutions. This comprehensive training ensures that our graduates are well-prepared to embark on successful careers in the performing arts. This tradition dates back to 1813, when the Ballet School was founded and has since shaped artists of the highest caliber.

Today, the Academy is divided into four departments - Music, Dance, Stagecraft, and Management - offering over thirty courses, including preparatory programs, training courses, advanced specialization courses, first- and second-level academic diplomas, as well as first-level Master's programs, workshops, and summer internships.

The Management Department, headed by Monica Errico, has experienced significant growth in recent years and now offers a wide range of highly specialized programs. In addition to the flagship Global Master in Performing Arts Management, the department offers an Executive Master in Sponsoring and Fundraising for the Performing Arts, designed for professionals aiming to acquire advanced skills in securing funding for cultural institutions; a Stage Management Course and a Course for Assistant Stage Directors, which train two specific professional figures who perform essential organizational and managerial functions in theatrical productions. The program is completed by specialized workshops in production management, dance management, and assistant stage directing, offering an introductory overview of the multiple skills required for each role.



### REGISTER



## POLIMI GRADUATE SCHOOL OF MANAGEMENT



**Our School, which was founded over 40 years ago in Milan as MIP Politecnico di Milano, is today a non-profit joint-stock consortium company, made up of the University and a group of leading Italian and international businesses.**

We offer more than **50 masters**, including MBAs and Executive MBAs, a catalogue of over **250 Management Academy programmes**, as well as training courses tailored for companies. We are innovative and we intend to be increasingly so. This is why today, our Online MBA is recognised as one of the best in the world, and its digital component is featured throughout our range of courses.

As part of the School of Management, we are among the few schools in the world to have achieved “**Triple Crown**” accreditation. With over **20,000 alumni and 3,000 students each year**, we are a large, innovative and entrepreneurial community made up of people and partners.

For us, relationships represent a source of constant enrichment, innovation and inspiration, in both personal and professional terms. The issue of sustainability is truly important to us, and that is why we are committed to building a better, fairer, more inclusive and informed future. We do this with projects and initiatives that maximise our positive impact on society. **We have been a Benefit Company since 2023** and have therefore integrated the aim of having a positive impact on society and the biosphere into our corporate purpose.



## PICCOLO TEATRO DI MILANO

PICCOLO

TEATRO STREHLER  
TEATRO D'EUROPA

The Piccolo Teatro was established on the 14 May 1947 by Giorgio Strehler, Paolo Grassi and Nina Vinchi. It was the first public theater to be built in Italy, and the most popular on the national and international scene.

The vision of the founders was to create an institution, supported by the central government and by local authorities (the Municipality and the Province of Milan, the Region of Lombardy), as a public service essential for the wellbeing of its citizens. The slogan that accompanied the birth of the Piccolo Teatro was “un Teatro d’Arte per Tutti” (“An Arts Theater for Everyone”) and this phrase still sums up the theater’s mission today: to stage quality shows for the broadest possible audience. Since 1991, the Piccolo Teatro di Milano is also a “Teatro d’Europa” (Theater of Europe).

In over sixty-seven years of activity, the Piccolo Teatro has produced more than 300 shows (200 of which directed by Strehler). Since 1998, with the changeover to Sergio Escobar and Luca Ronconi, the Piccolo has expanded its international and interdisciplinary dimension, proposing itself as the ideal cultural center for the city and for Europe. At the Piccolo Teatro, dance, prose, festivals, film screenings, round tables and in-depth meetings on cultural matters alternate on the stage. Since 1 September 2015 Stefano Massini has been the artistic consultant of the Piccolo Teatro. From the end of 2020, Piccolo Teatro passes under the direction of Claudio Longhi.

## OUR PARTNERS

In partnership with



In collaboration with



With the advocacy of



With special thanks to



International Distinguished Lecture and Internship programme

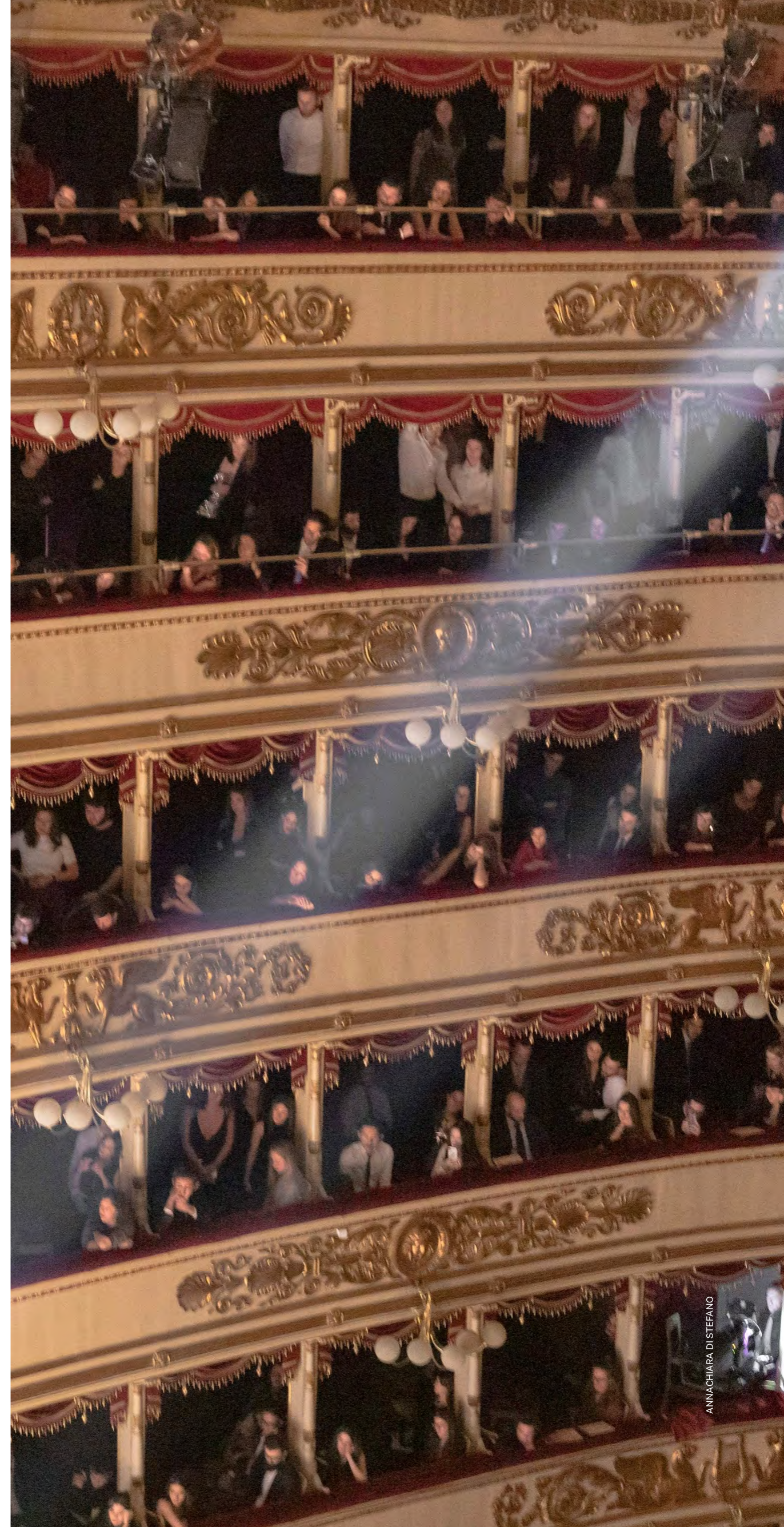
The Metropolitan Opera NY



International weeks hosted by



Academic Exchange



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# PROGRAMME INFORMATION



## WHY STUDY PERFORMING ARTS MANAGEMENT

Conceived and organized by **Accademia Teatro alla Scala** in collaboration with the **POLIMI Graduate School of Management** and the **Piccolo Teatro di Milano - Teatro d'Europa**, our Master aims to give young professionals a global perspective on the world of the performing arts, in order to couple cultural and artistic knowledge with economic and managerial skills.

We offer a particular focus on Europe, North America and emerging markets with lectures led by international and renowned experts. Centering the development of each individual student, the curriculum features an organically structured set of complementary and interdependent modules and activities allowing our students to learn and develop managerial skills in each area of the performing arts' field.

The close bond with **Teatro alla Scala** and the chance to learn with top professionals from different departments of the theater allow our students to acquire an in-depth knowledge of the performing arts field and to live the unique experience of La Scala.

The course is completed with a guaranteed internship for each student at an internationally acclaimed cultural institution.

## KEY FACTS

### Duration

## 20 months

CLASSES FROM THE END OF OCTOBER 2026 TO JUNE 2028.

MONDAY-FRIDAY, 6/8HRS PER DAY.

### Language

## English

(UPPER INTERMEDIATE OR ABOVE)

- A FAIR KNOWLEDGE OF ITALIAN IS PREFERABLE
- ENGLISH AND ITALIAN PREPARATORY COURSES WILL BE AVAILABLE ON REQUEST (NOT INCLUDED IN THE TUITION FEE)
- 80% IN ENGLISH, 20% IN ITALIAN  
SIMULTANEOUSLY TRANSLATED BY A PROFESSIONAL TRANSLATOR

### Location

## Milan

- ACCADEMIA TEATRO ALLA SCALA;
- POLIMI GRADUATE SCHOOL OF MANAGEMENT;
- PICCOLO TEATRO DI MILANO - TEATRO D'EUROPA

### International Weeks

## Berlin New York Delft

## KEY FEATURES



## GLOBAL NETWORK

Thanks to international lecturers and experts from renowned cultural institutions, our students have the opportunity to learn the specificities of the Performing Arts sector on a global level.

## LIFE EXPERIENCE

Throughout our network of cultural institutions, students have the unique opportunity to live the cultural offer of Milan.

## TEATRO ALLA SCALA POLIMI NETWORK

The strong bond with La Scala gives our students the incredible opportunity to take part into a cultural institution known worldwide.

Students will make contact with Politecnico Alumni's network and with the Startup accelerator PoliHub, getting the chance to participate to special events and having their new business ideas revised for free.

## LEARNING BY DOING

Theoretical and practical lectures in which the students exercise on case histories, best practices and role plays.

## PROFESSIONAL DEVELOPMENT

Students are constantly supervised and oriented by professional tutors during the coursework and the internships.

## GUARANTEED INTERNSHIP EXPERIENCE

Students have the chance to intern 3 to 6 months into some of the most renowned cultural institutions of the world.

## PLACEMENT

Around the 90% of the 2023-2024 students are employed in the performing arts field within about a year from the graduation.



## LEARNING JOURNEY

# OCTOBER 2026

**Coursework: full-time.**  
**Lectures, workshop and exams**

# JULY/SEPT. 2027

**3 to 6 months of  
internship program**  
in Italy or abroad (from July/September  
2026 to early July 2027, in different  
frames of time)

# NOVEMBER 2027

**Final Project Work:**

- practice oriented project
- academic project
- internship report

# JUNE 2028

- **Final Project defense**
- **Graduation**

## AREAS OF INTEREST AND PROGRAMME MODULES

 General Management area

 Production area

 Cultural area

### Economics & Management

- Accounting and performance management
- Governance
- Microeconomics: Economic Landscape for Performing Arts
- Business Strategy
- Management and innovation for the performing arts
- Human resources and corporate organizations

### Production

- Theater/opera as production model
- Festival as production model
- Tour management intensive
- Orchestra management intensive
- Dance management intensive
- Artistic curatorship
- Supply chain management
- Commercial production

### Marketing & Communication

- Marketing and audience development
- Communication and Media
- **Field project** in collaboration with *Piccolo Teatro*

### Development

- Sponsoring and Fundraising

### Present & Future Perspectives

- Cultural policies
- Educational projects and outreach activities
- Global Markets (USA, Middle East and Asia)
- *Milano project*
- *Italian project*

### Administration

- Law and performing arts
- Artistic administration

### History of Performing Arts

- History of music and dance performance

### Professional Growth

- Team building
- Soft Skills in the World of Performing Arts – Skills, Concepts, Experiences