

Research bursts into song

Sophie Serese's student assignment turned real life when she ended up dragging other students in to sing opera at a Victorian Arts Centre bar. DAREN POPE investigates.

Swinburne marketing and advertising student, Sophie Serese conceived and produced the hugely successful opera cabaret experience at the Victorian Arts Centre's Curve Bar earlier this year and she's already planning future projects.

A composer of opera from an early age (she was 10 when she wrote her first mini opera), Serese saw the opportunity to marry her love of music and performance while studying for an Advanced Diploma of Advertising and Marketing at Swinburne.

"Part of the marketing course was to interview people about proposed concepts that we'd created," she says. "I spoke to people outside the Victoria Arts Centre and they all said they'd love an opera bar."

The next step was to rally music students to perform, approach Curve Bar at the Victorian Arts

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Centre and design an advertising and marketing strategy to launch the whole project.


Serese described the real life business and marketing experience as very rewarding.

"It was great, I loved it," she says. "I got to meet heaps of other musicians

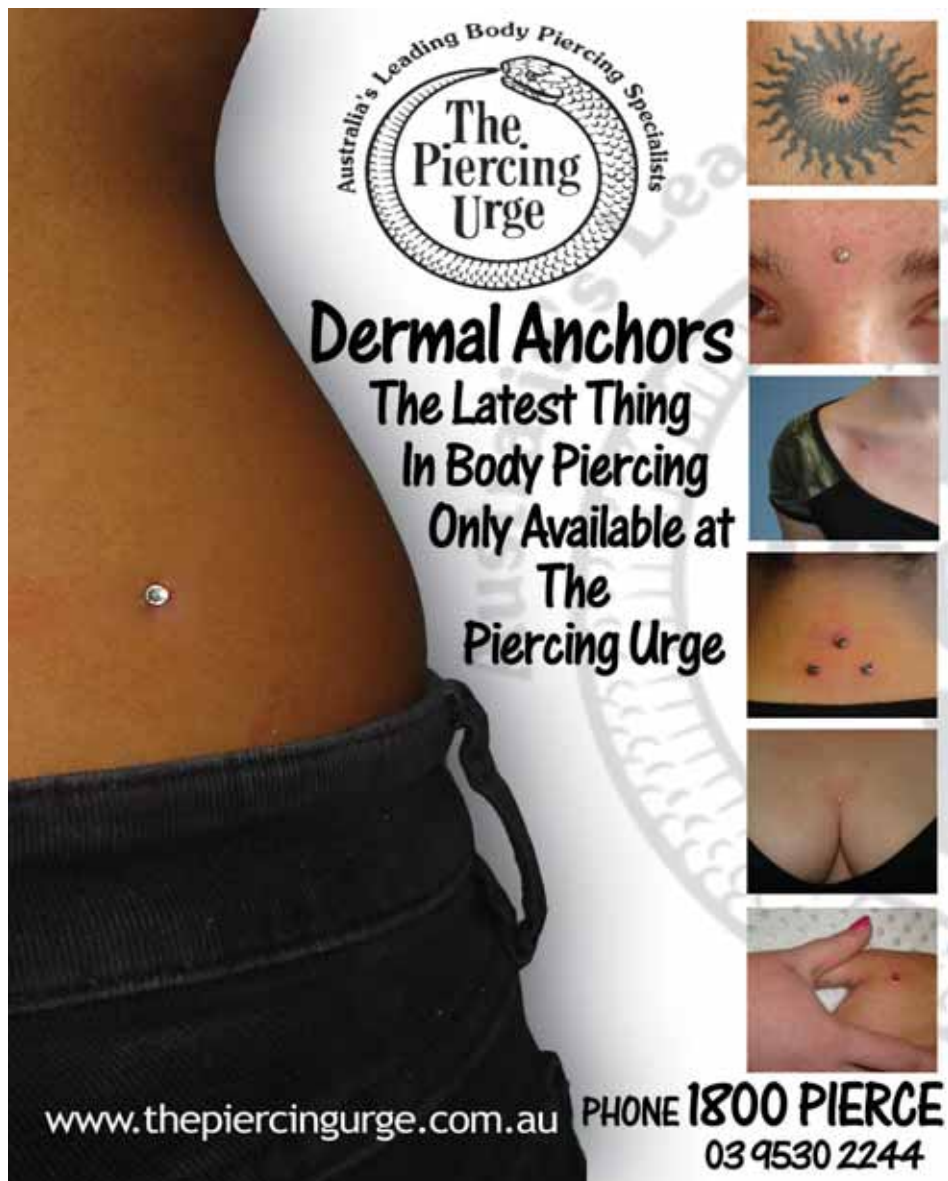
and over the two performances we attracted an audience of a couple of hundred - everybody had a really good time."

But how does she reconcile the creative impulse with the often more clinical approach of marketing and advertising?

"Well, I love advertising as well as music so I'm probably going to try and find a career where I can combine both," Serese says.

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