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“Wagner and Distributed Aesthetics”

In this paper, I would like to suggest looking at the relation of marketing, aesthetic appearances and audiences in opera business from the angle of network theory. I will introduce an approach by Geert Loovink and Anna Munster, who – in reference to recent Internet-based communities and the ongoing shifts towards a possible creative industry – proposed to understand the aesthetic and economic process less in fixed terms of form and content but as a constant process of formation. Taking it from there, I will try to apply this way of thinking to the Bayreuther Festspiele, more particular to the public viewing event called the Siemens Festspielnacht. I will explore how the hill, as the acronym for the Richard-Wagner Festspiele also reads, in their attempt to attract new audiences slowly undergoes a process of formation. In an outlook on the smart mop, taking place under the slogan ‘occupy opera’ in 2010 at the national opera house in Munich, I will discuss some future tendencies in all it’s pro’s and con’s.