

**Organum Multiplum Report**  
**Promoted by Villa Lontana ETS**

**1. Quantitative Audience Data**

**Total attendance across 7 concerts: approximately 2,700 people**

**Reservations made through Eventbrite: 2,641**

**Walk-in visitors: approximately 1,270**

**Estimated audience age range: 25–65, with the majority between 25 and 45**

**Program details:**

**Chapter I – 7 / 9 / 11 November 2025**

**Friday, 7 November, 8:30 PM**

**Artist:** Ellen Arkbros

**Venue:** Basilica di Santa Maria degli Angeli e dei Martiri, Piazza della Repubblica 8, Rome

**Eventbrite reservations:** 294

**Waiting list:** 174

**Walk-in visitors:** approximately 180

**Total attendance: approximately 400** (maximum capacity reached)

**Sunday, 9 November, 3:30 PM**

**Artists:** Ellen Arkbros, Hampus Lindwall, Hanne Lippard

**Venue:** Basilica di Santo Stefano Rotondo al Celio, Via Santo Stefano Rotondo 7, Rome

**Eventbrite reservations:** 267

**Waiting list:** 217

**Walk-in visitors:** approximately 148

**Total attendance: approximately 320** (maximum capacity reached)

**Tuesday, 11 November, 8:30 PM**

**Artist:** Hampus Lindwall

**Venue:** Chiesa di San Luigi dei Francesi, Piazza di San Luigi de' Francesi, Rome

**Eventbrite reservations:** 264

**Waiting list:** 166

**Walk-in visitors:** approximately 128

**Total attendance: approximately 330** (maximum capacity reached)

**Chapter II – 18 / 21 November 2025**

**Tuesday, 18 November, 8:30 PM**

**Artist:** Kali Malone

**Venue:** Basilica di Santa Maria degli Angeli e dei Martiri, Piazza della Repubblica 8, Rome

**Eventbrite reservations:** 389

**Waiting list:** 304

**Walk-in visitors:** approximately 220

**Total attendance: approximately 550**(maximum capacity reached)

**Friday, 21 November, 8:30 PM**

**Artist:** Maxime Denuc

**Venue:** Chiesa di San Luigi dei Francesi, Piazza di San Luigi de' Francesi, Rome

**Eventbrite reservations:** 277

**Waiting list:** 270

**Walk-in visitors:** approximately 140

**Total attendance:** approximately 330 (maximum capacity reached)

### **Chapter III – 25 / 28 November 2025**

**Tuesday, 25 November, 8:30 PM**

**Artist:** Sarah Davachi

**Venue:** Chiesa di San Luigi dei Francesi, Piazza di San Luigi de' Francesi, Rome

**Eventbrite reservations:** 320

**Waiting list:** 270

**Walk-in visitors:** approximately 160

**Total attendance:** approximately 350 (maximum capacity reached)

**Friday, 28 November, 8:30 PM**

**Artist:** Jonathan Fitoussi

**Venue:** Chiesa di Nostra Signora del SS. Sacramento e dei Santi Martiri Canadesi, Via Giovan Battista de Rossi 46, Rome

**Eventbrite reservations:** 496

**Waiting list:** 208

**Walk-in visitors:** approximately 260

**Total attendance:** approximately 420 (maximum capacity reached)

## **2. Audience Demographics and Geographic Reach**

### **- Geographic Reach**

Alongside the local audience, the festival attracted visitors from several Italian cities as well as from various European countries, many of whom travelled specifically to attend one or more concerts within the programme.

### **- New Visitors VS Returning Attendees:**

Based on the contacts collected through the festival's booking system, it is estimated that approximately **48%** of attendees were first-time visitors to Villa Lontana's activities.

### **- Audience Profiles:**

The audience included students and academics, contemporary music enthusiasts, cultural professionals, tourists, musicians and artists, as well as members of parish communities connected to the hosting churches.

**The public response to the festival was exceptionally positive.** The programme received an enthusiastic response, reflected in the large number of emails and messages received following the concerts, as well as in the considerable word-of-mouth attention generated throughout the festival.

Priests and representatives of the hosting churches also highlighted the exceptionally high attendance, noting that the turnout was extraordinary for organ concerts and represented a concrete sign of the project's relevance and public interest.

**- The festival reached a broad audience** through social media and newsletters. Eight Instagram posts dedicated to the festival generated overall:

- 182.400 views

- 3.469 likes

- 586 shares

- 4.055 total interactions
- Overall engagement rate: 2,2%

The newsletter, distributed through Mailchimp, reached more than 3,200 contacts and significantly contributed to the festival's communication strategy.

Alongside this, the work of our media partners further amplified the resonance of the project: ZERO supported communication at both city-wide and national levels; NERO highlighted its curatorial and conceptual dimensions; and Radio Raheem expanded its reach through audio content and interviews, contributing to a targeted and highly qualified circulation of the festival.

- **The festival engaged diverse communities across age groups, geographical origins, educational backgrounds, and cultural contexts.** The programme attracted a transversal audience — ranging from young people and students to international artistic communities, researchers, curators, and contemporary music enthusiasts — creating an unprecedented dialogue between experimental sonic practices and the heritage of Rome's historic churches. The initiative also contributed to reconnecting younger generations with the city's sacred spaces, proposing an experience of listening and spirituality through contemporary artistic languages.

### 3. Press Coverage

The festival received attention from the national press, with articles published in the print editions of **Corriere della Sera** and **Il Messaggero**.

The project was also supported by the editorial platform **ZERO**, a major reference point for contemporary culture at both city and national levels, which accompanied the festival through dedicated communication and outreach activities.

A critical essay on the project was published by **NERO**, an internationally active editorial platform in the field of contemporary artistic and curatorial research, which dedicated an analytical article to the project, available at the following link:

<https://www.neroeditions.com/a-sonic-pilgrimage/>.