

ENO ads

I think this might be the most enjoyable project I've ever worked on. As part of a rebranding exercise, English National Opera had decided to promote their forthcoming productions by bringing them alive in words.

The challenge: to find a way of condensing a three-hour opera - not just the story, but ideally, also something of the mood of the piece - into a couple of sentences.

Love, lust, betrayal, murder, unspeakable beauty, unquenchable passion, and a strictly limited word-count: if all that doesn't make the blood sing in a writer's veins, nothing will . . .

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