

OPERA Hackathon

PROJECT NAME: Opera Mobil

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OVERVIEW:

Opera Mobil is an immersive experience presented in non-traditional public spaces inviting audience members to interact with an opera's content leading up to attending a performance. The intention is to create interest and buzz for a particular opera and incentivize ticket-buyers, converting those who are interested in opera to ticket-buying audience members.

The unit is able to set up in malls, parking lots, lobbies, store fronts and is comprised of a flexible performance space, ie: an inflatable geodesic dome or a modular truss system. The physical components are all comprised of elements that are available in any regional market and thus useable by a wide array of opera companies. It allows for 360-video and immersive sound. The experience involves the gamification of opera-specific content much of which is traditionally associated with a dramaturg's research packet. The content will serve as an introductory packet to the world of the opera and can include the history of the particular opera and design information about that specific production perhaps an onstage moment from the rehearsal process or technical moment backstage. This content -- which many opera houses already produce in one form or another -- will be re-packaged with an eye towards maximum wow-factor and formatted for the relatively unique experience of a 360-degree video immersive environment. It is recommended that the content be created for a specific opera

company's production mixed in with "stock" content which is more historically based for the particular opera.

A series of puzzles takes an audience through this content. They learn information by playing a series of games, encouraging engagement and interest in the form and the work. Audience members who "win" the game receive a discounted ticket to the opera. On-site representatives sell tickets to the gamers and other interested audience members. We estimate the experience to be 7-10 minutes with a throughput of 7 participants per experience. Operating on at 8-hours this has the potential of reaching 448 people per day. On the exterior of the unit there will be a designed "photo-op" for social media purposes and distribution.

INDUSTRY IMPACT:

Opera Mobil aims to break down the barriers that many potential audience-goers perceive bars them from wanting to buy tickets to opera. By immersing audiences in a gamified dramaturgical experience beyond the walls of a traditional opera house a wider potential audience-base may be reached. These potential patrons will gain insight into the opera-creative process, demystifying a form that at times feels grandiose, remote and unattainable. Through this mediated platform, an everyday consumer can interact with the form in a way that feels both awesome and familiar. By enticing them through a game and incentivizing them with a reward we create the potential for loyal ticket-buyers, invested and educated in a future trip to the opera.

Case Studies of outreach programs similar to the proposal:

The Public Theater's Mobile Unit has a mission to bring Shakespeare to the public in spaces such as prisons, homeless shelters, and community centers. It is rooted in founder Joseph Papp's touring "Mobile Theater" that sought to bring theatre to the community. Revived in 2010 by Barry Edelstein, former head of the Public Theater's Shakespeare Initiative, it emerged with new goals to remove the time and geographic barriers of the audience to experience the work.

We Design: People. Practice. Progress. is a multimedia exhibition examining the diverse range for design career paths, and the diverse people making an impact in those industries. Touring through five locations in Boston, the career stories are featured through oral history, videos, interactive displays, design case studies, and artifacts. The goal of this mobile exhibition is to shine a light on the intricacies of the design industry and the need for equitable and inclusive practices.

BUDGET:

Phase I (beta test -- test puzzles and content with an in-house audience, not yet mobile):

Materials

- 1 projector system = \$1000
- 4 monitors @ \$200 per monitor = \$ 800
- Sound system rental = 2 speakers/subwoofer @ \$1800
- Lighting system = 5 lights @ \$35 = \$175

Content Creation:\$1500

Labor: \$20 x 12 hours (2 people at 6 hours each)= \$240

Space Rental (or use of a studio space is possible to offset this cost): \$500 a day x 7 days= \$3500

TOTAL: \$9,015

THIS DOESN'T INCLUDE CREATOR TRAVEL OR STIPEND

Phase III (skipping II...):

Materials:

- Geodesic Dome: \$5000.00
- Projection system: \$1000
- Projectors x 4: \$1100 each = \$4400
- Sound system: 8 speaker system: \$3200
- Lighting system: 20 x \$35.00 = \$700
- Stanchion with velvet rope: \$69.99 x 4 = \$279.96
- Chairs (for ADA access): \$10 x 10 = \$100

Content creation:\$5000

Labor: \$560

- Docent: 6 hours @ \$20= \$120 a day
- Operator: 6 hours @ \$20= \$120 a day
- Set up/Break down: 2 people x 2 hours @\$20 an hour = \$80

Power Supply:\$2500

TOTAL: \$22,739.96

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MILESTONES

A) Development:

- a) User Flow
- b) Interior Activations and Game Development
- c) Identifying Set up Locations/Possibilities
- d) Pre-Vis Possibilities of Mobile Unit
- e) Initial Video Testing

B) Workshop

- a) Mock Version of Set Up
- b) Video Experimentation
- c) Testing User Flow

C) Implementation

- a) Purchase of materials
- b) Installation
- c) Content Creation & Testing of Content
- d) Testing of User Flow and Interaction

