



Project Proposal

Prepared for: San Diego Opera, Opera Hack

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Team Members: ISO development partner

OPERA X

Industry Impact

Opera companies look for ways to demystify the operatic experience for a potential audience member who has “self-selected” out of the audience. Reasons or excuses range from self-deprecating to dismissive, often involving a lack of knowledge before attending an opera, i.e. “I’m not smart enough for the opera!” This app demystifies that experience, and provides an immersive experience to marketing, community, and education departments to share across a broad spectrum. Bringing tech into everything from ticket open houses and school residencies to creative aging workshops helps meet people where many already interact - digital, technical platforms.

Overview

OperaX creates an Extended Reality experience designed to familiarize an audience member with the opera house setting before they ever step foot in the door. A combination of existing tech and utilizing dynamic education and community engagement practices, the app should reduce negative perceptions of attending the opera at little to no-risk to the user. Opera Companies will be able to set up their own profile, and add

OperaX includes a front of house experience, as well as putting the user **IN** the production as star, stage manager, conductor, children’s chorus member, or crew at the final moments of a performance or climactic aria. Options include:

- Enter the lobby and overhear multi-lingual conversations of other patrons “why we’re here”
- Select seating area and move through the lobby to seat
- Preview b-roll from the opera in VR or 360* Video, with pop up text of plot points, who’s who, subtitles
- Choose a role in the opera, and trigger the climactic moment in that position:
 - stage hand in the wings, ready to close the curtain on the applause
 - Singer onstage, about to sing the last note
 - Conductor baton raised to cue the orchestra
 - Stage Manager ready to call the final cue sequence
 - Children’s chorus in the wings, ready to enter for bows.

Designed to be cross platform, including cardboard viewer, laptop, or VR equipment, this experience puts the user in the action at the opera. This app could potentially link with other Opera or stage platform apps, so the cost for the company is lowered. Shared digital 3D assets would only need to be created once to use the app to its full potential.

OPERAX

PROJECT PHASES

Need Development Partner for this area, and will look to seek support from Vive Arts, others for non-profit support.

OPERAX MILESTONE #1 BUDGET

BUDGET FUNDING GOAL

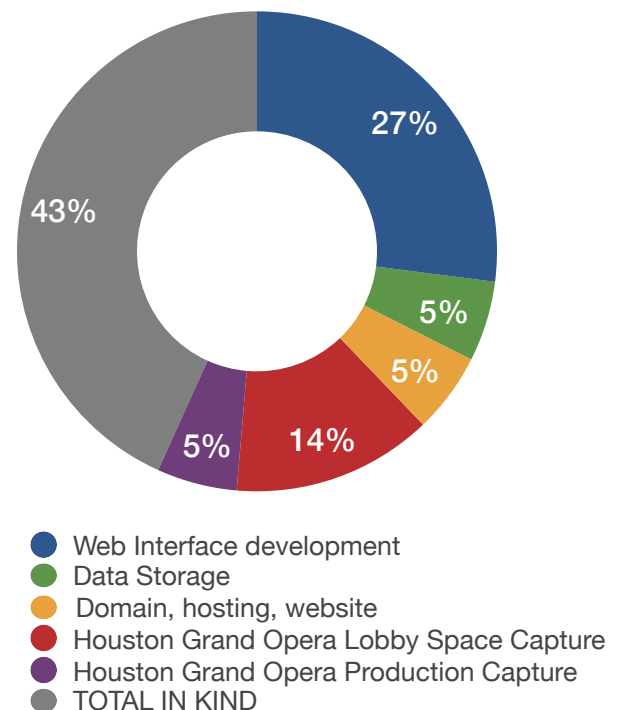
Ideally, this app uses existing tech, and can be customized for each

MILESTONE #1 FUNDING	
Opera Hack Request	\$6,300
In Kind Contributions	\$4,800
TOTAL FUNDED ACTIVITES	\$11,100

MILESTONE #1 EXPENSES	
Web Interface development (initial setup, deploy)	\$3,000
Data Storage (12 months)	\$600
Domain, hosting, website (12 months)	\$600
Houston Grand Opera Lobby Space Capture	\$1,500
Houston Grand Opera Production Capture	\$600
TOTAL EXPENSES	\$6,300

IN KIND CONTRIBUTIONS	
Houston Grand Opera Lobby Space Capture	\$1,200
Houston Grand Opera Production Capture	\$600
Houston Grand Opera HTC Vibe & Computer	\$3,000
TOTAL IN KIND	\$4,800

MILESTONE #1 EXPENSES



theatre's objectives.
