



**School: Bath School of Music and Performing Arts**

**Researcher: Joseph Hyde**

**Project Title: Collective Reality**

**UOA: 33 - Music, Drama, Dance, Performing Arts, Film and Screen Studies**

## 300-Word Statement

*Collective Reality* delivered an immersive environment through multichannel video and audio (9 channels of HD video, 16 audio channels), projection mapping, and motion tracking, intended to be experienced by large groups in real-time. It explored a mode of immersion opposing the solitary isolation and physical disconnection of most contemporary Virtual Reality experiences. This was achieved by a large purpose-built physical environment, full-body interactive technology capable of interacting with many users at once, and a model of interactivity specifically designed to encourage group interaction: The environment only really came alive when users worked together. Individual interactions would have small effects, but if groups cooperated in purposeful movement between them, then interaction would become far deeper and more evident.

Commissioned by NESTA for their 2016 Futurefest event in London's Tobacco Dock (with additional support from Panasonic, The Games Europe Plays, EUNIC, British Council and Stage Sound Services), to explore their two key themes - 'Future Love' and 'Future Play', the work performed a central role in the event throughout its weekend duration. It's design allowed many others involved in the event - everything from freestyle footballers and martial arts practitioners to dancers and burlesque artists - to work directly with the visiting public in immediate and playful ways through timed, 20-minute 'interventions'.

The project was a collaboration with Ghislaine Boddington (University of Greenwich) and Nick Rothwell (Ravensbourne University London), as long-term members of the body>data>space collective, and equally led by the three collaborators. Hyde contributed to the interactive programming and produced all audio for the project.

A new version of the work, reconfigured for a fulldome environment formed – alongside a keynote by Ghislaine Boddington – the centrepiece for Immersion Experience 2017 and its 'Embodied Spaces' theme, where it was presented for two days in the 4-storey *Satosphere* at Montréal's Société des Artes Technologiques.