

FUTURE NOW

AMA digital marketing day 2018

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THE ART AND SCIENCE OF STORYTELLING

Shreepali Patel - StoryLab



- Audience



- Ratings



- Schedules

- Commissioning brief



- Advertising and broadcasting parameters

- Platform driven



- Tried and tested Story Arc









StoryLab

Interdisciplinary research institute

Examine the role of narrative in transforming and informing society

Explore different approaches to storytelling

Focus on immersive media and audience experience

Produce multimodal narratives

Collaborative research with industry, cultural institutions and academia partners

Professional and practice-led Doctorates

Workshops

CREATIVITY

... to generate or recognize ideas, alternatives or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others

Robert E Franken,, Human Motivation

... to view things in new ways or from a different perspective. An act, idea or product that changes an existing domain, or that transforms an existing domain into a new one...what counts is whether the novelty s/he produces is accepted for inclusion in the domain

Mihaly Csikszentmihalyi

'Creativity – Flow and the Psychology of Discovery and Invention





If you could feel for 5 minutes what it would be like....



Patron - Emma Thompson

Uniform by Sandy Powell.





Stigma by Anish Kapoor
“I am thinking about the dark circle that you walk slowly in. It leaves a hole in my mind”



Visitors walking through Bedroom, by Sam Roddick, Trevor Robinson & Quiet Storm



Actor and Author, Ben Elton listening to Journey
by Mick Martin



Visitors reading the Home Office letters of ‘rejection’ by Mike Dempsey

The Crossing





Multiscreen gallery



Physical 360



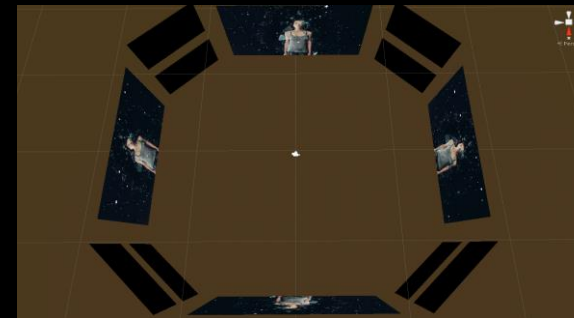
Screen Interactive



Single Screen



360 VR



Interactive VR





Audience response



Visceral soundscape affects me on a bodily level, hits my gut, makes my toes curl.

Beautiful, powerful and eye-watering...

I felt the 'artistic' visual aesthetics ... humanized the storyteller. They acted as a sort of partial barrier, disallowing me to objectify (de-humanize) her with my pity. This is in contrast to the type of images which would accompany this type of story usually in documentary/news reporting online or on TV.

.... with her breathing underneath - I felt like she was part of me

Very powerful, easy to see how the girl was fooled given her hopes & dreams

Powerful experience - compelling and authentic

Stunned, moved and repulsed

Really immersive, in particular the use of headphones and multiple screens made for a highly individual experience

Highly impactful on a personal level

Very clever multiscreen approach which focuses your mind on the details of the young girls entrapment

‘Technology, as a creative partner, has always shaped the ways in which stories are found and told. ... the mass democratization of creative tools – code, data and algorithms – has changed the relationship between creator and audience.’

Stories are being told in new and unexpected ways.

Weiler, World Economic Forum, 2016

New Dimensions in Testimony



Clouds Over Sidra





Why do shepherds in Spain continue with this movement ?

What is the distance of your journey with the animals ?

Are the dogs your only company during your journey ?

What is the schedule of a shepherd ?

Don't you feel alone working as you do ?

What are the main goals and hopes of a shepherd ?

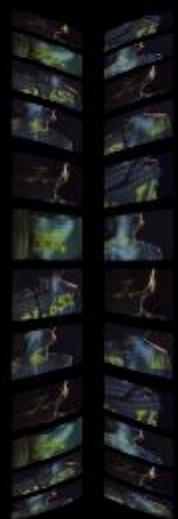
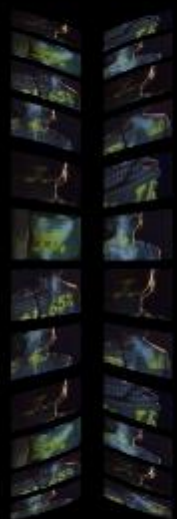
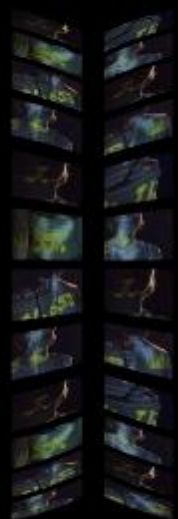
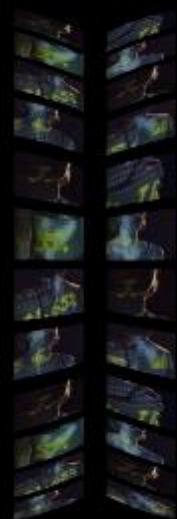
Show me "Bardenas" ?

Show me "Odiagavia" ?

it is a very long day... but..



If the audience could speak with him directly







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