


ALL THE WORLD'S A SCREEN

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A live telematic performance presented at MadLab Manchester and Hangar.org Barcelona, By Charlotte Gould & Paul Sermon

Saturday 28th May 2011
from 16:00 to 18:00
(17:00 to 19:00 in Barcelona)

At MadLab, 36-40 Edge Street, Manchester, M4 1HN in the Northern Quarter (just opposite Common)

And simultaneously at Hangar.org in Poblenou, Barcelona as part of their open studios season.

Follow the development of 'All the world's a screen' on their blog: <http://alltheworldsascreen.tumblr.com>



Audiences in Manchester and Barcelona will be joined together on screen for the first time to create their own interactive generative cinema experience complete with sets, costumes and props.

Employing the scenographic techniques of Alfred Hitchcock the artists have created a miniature film set in which the audience can act and direct their own movie, transporting participants into animated environments and sets

where they will create their own unique narrative. Participants in Manchester will be transported into this telepresent experience via a blue-box studio to join the 'players' in Barcelona within the dramaturgy of the model set.

This immersive interactive installation pushes the boundaries of telematic art and generative cinema, combining the possibilities of telepresent performance with miniature scale-models and animated scenes for the

development of audience participation that explores the way narratives can be revealed through a subtle interplay between artist, audience and environment.

With key references to the telematic stage, user generated performances and the dramaturgy of networked communication this project references Shakespeare's infamous line 'All the world's a stage' with the seven rooms of a model film set relating to the seven ages of man presented in 'As

You Like It', providing a metaphysical backdrop to steer the unfolding plot.

All the world's a screen is an interactive telematic project created by Charlotte Gould and Paul Sermon from the University of Salford, developed during their residency at the Museu d'Art Contemporani de Barcelona MACBA Study Centre and their studio residency at Hangar.org, a visual arts production centre in Poblenou, Barcelona.

