



Overview of the TRACTION project

SOCLOSE conference

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Online

Mikel Zorrilla, Vicomtech

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Traction
Opera co-creation
for a social
transformation



Introduction

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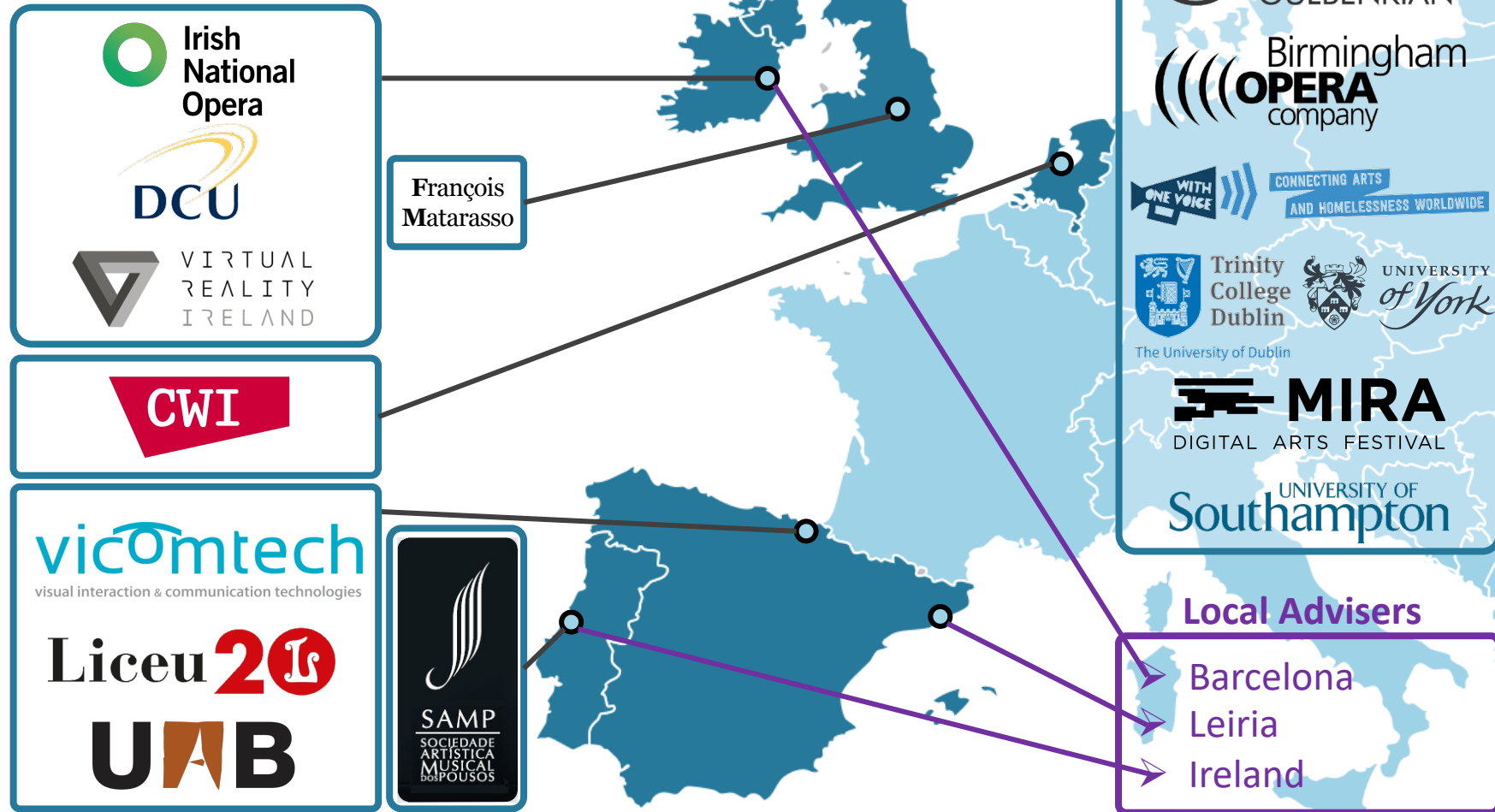


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TRACTION ecosystem

 **Traction**
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Motivation

- **Inequality** is the defining issue of our time
 - It makes the easy promises of populists seem attractive
- **Europe is a cultural space or it is nothing**
 - Preserve the 'European values'
- **Opera** is the unavoidable heart of this challenge
 - Its colour, passion, beauty and drama have inspired generations
 - Today's typical spectator is a 54-year-old woman with higher education, who travels by car and spends an average of €159 on her evening of culture
- Opera is in danger of becoming a **symbol of European inequality**
 - **Renew itself and be once again the root of living culture**



Challenge

1. New ideas of **co-creation and participatory art** to involve citizens in the creative process
 - Prioritise those who are currently marginalised or ignored by opera: *the poor, migrants, people living outside dominant cities or in institutions, people with disabilities, those of non-white heritage, in short, the majority of our fellow citizens*
 - **Empower people and communities** to become creators in their own right and express their version of European values



Challenge

1. New ideas of **co-creation and participatory art** to involve citizens in the creative process
2. Releasing the **form, language and aesthetics of opera**
 - Through **brave experiments with music**, performance and art
 - Unless opera learns to speak a language that excites people again it is destined for a future of irrelevance.



Challenge

1. New ideas of **co-creation and participatory art** to involve citizens in the creative process
2. Releasing the **form, language and aesthetics of opera**
3. It **must embrace new technologies** to achieve the first two challenges
 - What can technology bring to the process of co-creation?
 - What can technology bring to the artistic language of opera and the ways in which artists connect with audiences?

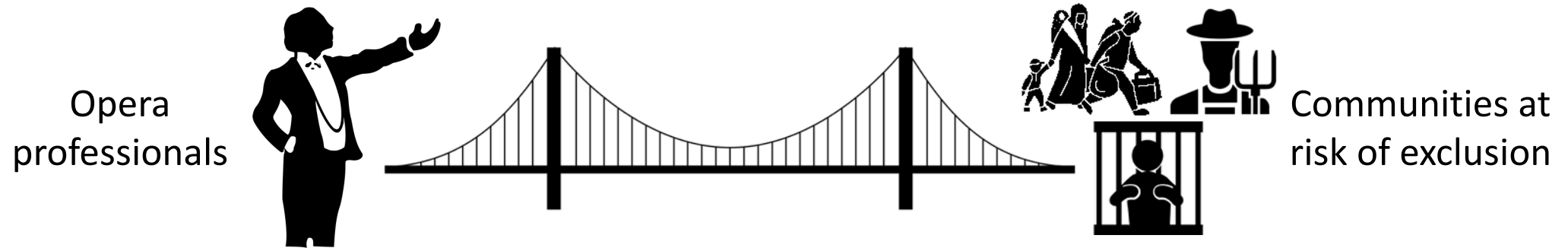


Challenge

- It is not TRACTION's ambition to solve the challenges outlined here but to **make an important step in the right direction**
- Our project is **experimental**
- Not everything we try to do will work, but everything will bring **new knowledge**, and we are committed to **sharing what we learn as widely as possible** so that others can build on it in other cities and with different communities



Vision



TRACTION will **provide a bridge** between **opera professionals** and **specific communities at risk of exclusion** to foster an effective community dialogue between diverse individuals and collectives:

- Research, design and develop a **collaborative and participatory production toolset**
- Define and implement a **community-centric research and evaluation methodology** to conduct an effective dialogue with, within and between heterogeneous communities

Promote a **sustainable, capable of evaluation and replicable approach** for other art disciplines and communities



Vision

Three trials fostering a co-creation approach:

Opera with neighbours in Raval



Barcelona

Raval is a culturally diverse neighbourhood that brings together different nationalities and cultures. TRACTION aims to promote social inclusion of migrants through co-design and co-creation of a new opera piece between professionals in LICEU and neighbours of Raval.

Opera co-creation with young inmates and the community in Leiria



Leiria

A prison for young inmates, EPL-J, has been chosen with the objective of lowering the rate of criminal recidivism among young inmates by engaging them in an opera co-creation process.

Co-creating opera with diverse communities



Ireland

Use new technology and novel audio-visual formats to create a new digital community opera.



Objectives

1. Promote, through their empowerment, a transformation of communities at risk of exclusion
2. Establish an effective collaborative and participatory production workflow for the co-creation and co-design of art representations
3. Lay down a community-centric research and evaluation methodology to conduct an efficient and measurable community dialogue that will last in time and be replicable
4. Explore novel audiovisual formats based in European cultural heritage, such as opera
5. Maximise the social and market impact of the TRACTION results



Thank you for your attention

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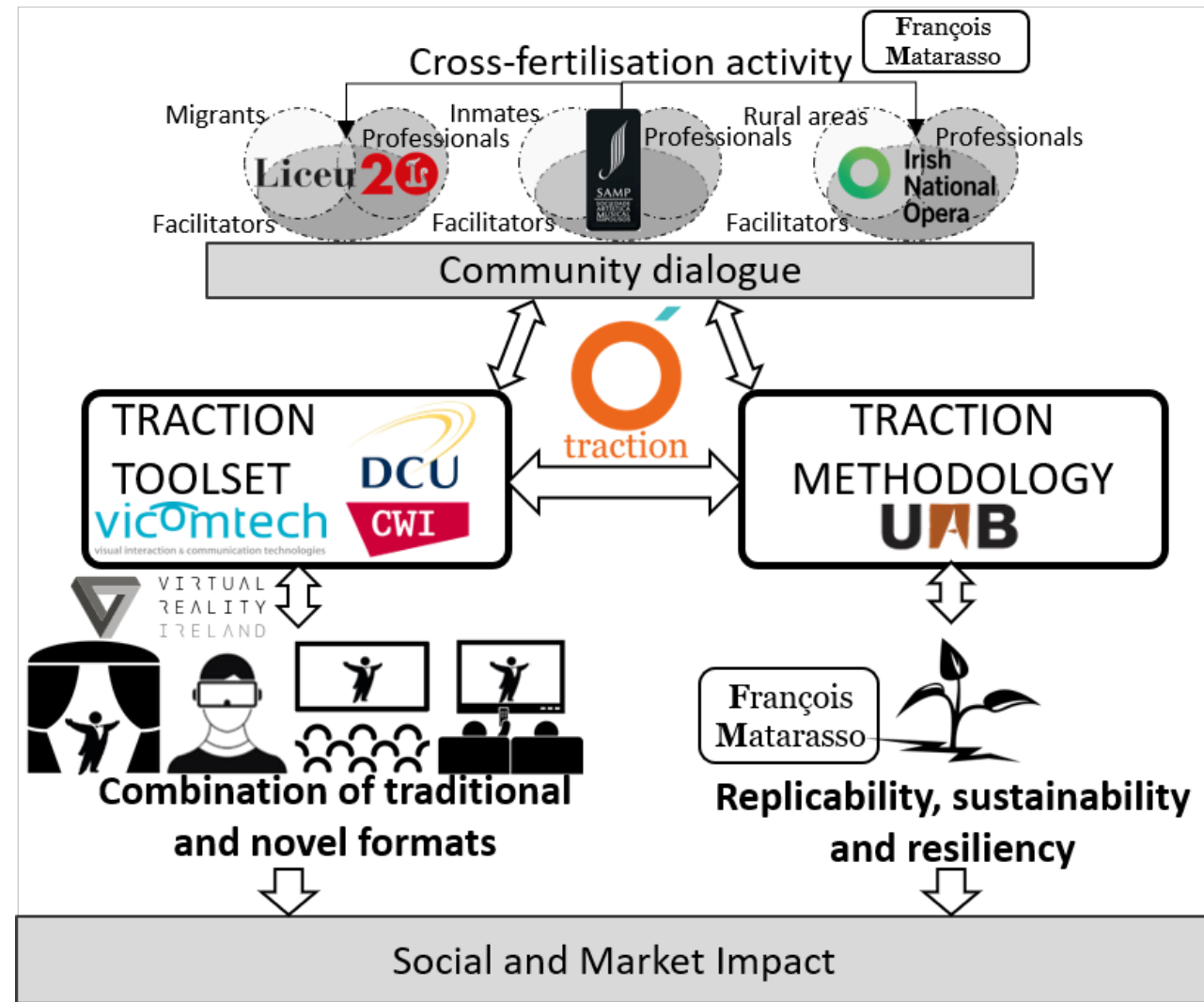


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Roles within the consortium



TRACTION TOOLSET

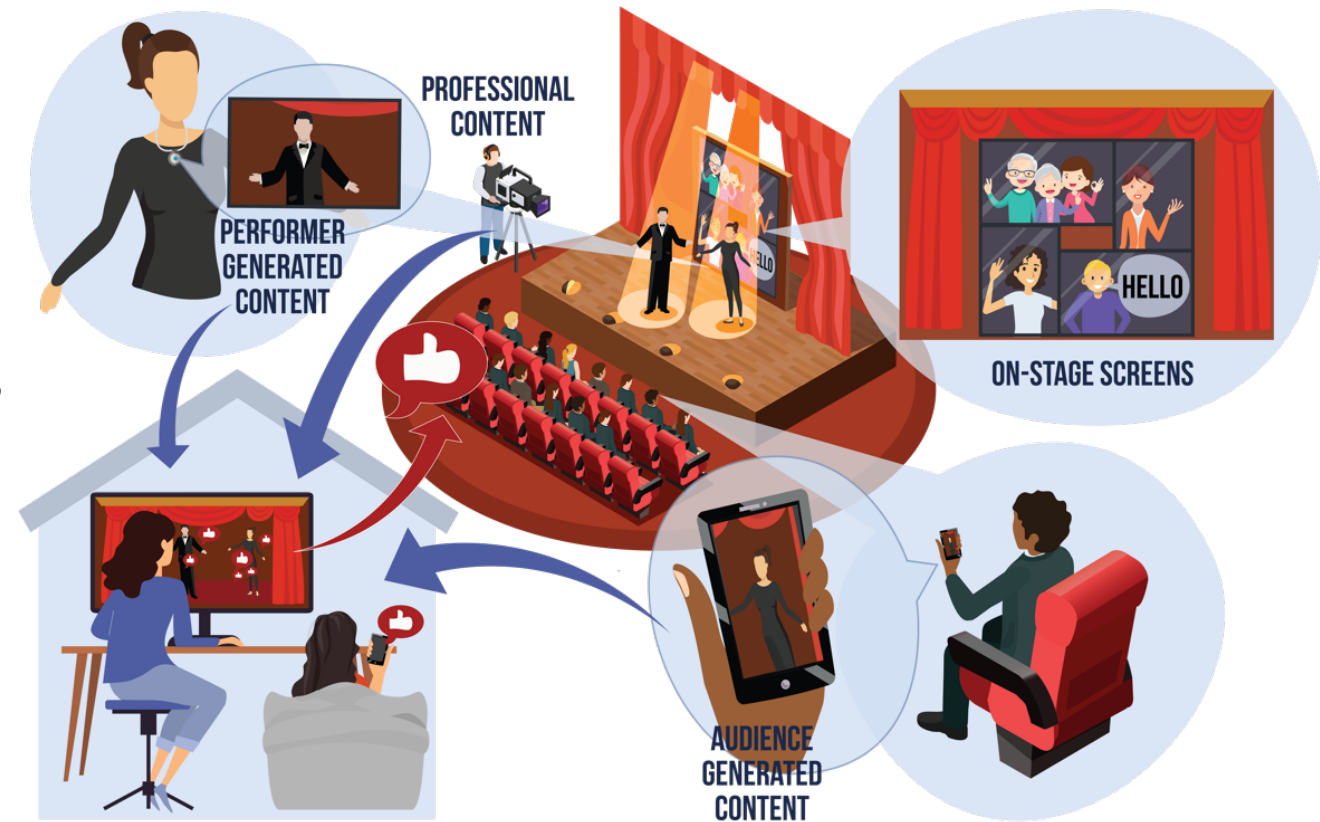
- Three different tools, according to the different stages of the co-creation

1. Media Vault – Co-creation process



TRACTION TOOLSET

- Three different tools, according to the different stages of the co-creation
 1. Media Vault – Co-creation process
 2. Real-time performance engine – Representation phase



TRACTION TOOLSET

- Three different tools, according to the different stages of the co-creation

1. Media Vault – Co-creation process
2. Real-time performance engine – Representation phase
3. Immersive installation



Timing

