



VRD EUROPE - 7TH EDITION

# IMMER TECH IMMERSIVE WEEK

FROM AMSTERDAM >>> NOV 13-17.

## TRACTION

### A new way of creating opera

NOVEMBER 2021



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**Traction**  
Opera co-creation  
for a social  
transformation

vicomtech

MEMBER OF BASQUE RESEARCH  
& TECHNOLOGY ALLIANCE

# OUTLINE

## 01- TRACTION

Introduction to  
the project

## 02- TRIALS

An overview of the  
TRACTION trials

## 03- OBJECTIVES

Objectives of  
TRACTION

## 04- VR OPERA

The role of VR  
technology in TRACTION



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# TRACTION

Introduction to the project



# PART 1

# TRACTION ECOSYSTEM

H2020 European Project

DT-TRANSFORMATIONS-11-2019: *Collaborative approaches to cultural heritage for social cohesion*

Starting date: 01/01/2020

Duration: 36 months

Budget: 3,751,879 EUR



Irish National Opera  
DCU  
VIRTUAL REALITY IRELAND

François Matarasso



CWI



vicomtech  
visual interaction & communication technologies  
Liceu 20  
UAB



SAMP  
SOCIEDADE ARTISTICA MUSICAL MUPÇOSOS



## International Advisers



FUNDAÇÃO CALOUSTE GULBENKIAN  
Birmingham OPERA company  
WITH ONE VOICE  
CONNECTING ARTS AND HOMELESSNESS WORLDWIDE  
Trinity College Dublin  
UNIVERSITY of York  
The University of Dublin  
MIRA DIGITAL ARTS FESTIVAL  
UNIVERSITY OF Southampton

## Local Advisers

- Barcelona
- Leiria
- Ireland

# 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**



# MOTIVATION

OPERA  
professionals



Communities at  
risk of exclusion

## Co-creation of OPERA performances:

- Research, design and develop a collaborative and participatory production toolset
- Based on 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



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# TRIALS

An overview of the TRACTION trials

**PART 2**



# TRACTION TRIALS

Co-creation with the  
**RAVAL**  
neighbourhood



Co-creation of opera  
with Young inmates  
Leiria



Co-creation of  
opera with diverse  
communities





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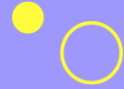
# OBJECTIVES

Objectives of TRACTION



# PART 3

# 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





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# VR OPERA

The role of VR technology in TRACTION



# PART 4

# Out of the Ordinary

VR community opera

Involves three communities across Ireland:

- Islanders living on Inis Meáin
- Communities living in Tallaght
- Secondary school students in rural Ireland



**VR Days: Co-creation VR Opera**  
Camille Donegan (Virtual Reality Ireland)  
Date: 16/11/2021 09:40  
Stage: Horizon Floor



# Social VR

Social VR, an emerging medium to invite **multiple users to join a collaborative** virtual environment community opera.

Experiments to evaluate a **shared experience** while consuming the Out of the Ordinary community VR Opera.



**VR Days: Social VR and Opera: immersive shared performing arts experience**

Sueyoon Lee (CWI)

Date: 17/11/2021 12:00

Stage: Horizon Floor

**CWI**

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# IMMER TECH SIVE WEEK

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**THANKS**

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