

Creativity Culture Capital Announce Spotlight On The Future Of Live Performance

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Creativity Culture & Capital, an international collaboration between Arts and Culture Finance by Nesta, Upstart Co-Lab and Fundaci3n Compromiso, will present the first CCC Spotlight on the Future of Live Performance.

Built in partnership with [Social Convention](#), the first Spotlight illuminates the Future of Live Performance using the RSC consortium's groundbreaking Dream* project as a starting point. Dream, and the Spotlight, were developed within the Audience of the Future Performance Demonstrator programme (funded by Innovate UK as part of UKRI through the Industrial Strategy Challenge Fund). The Spotlight is a 3D virtual space featuring four connected rooms, each showcasing a different element of our exploration.

Immersive technologies open up a world of possibilities for live performance, unlocking new creative spaces and inviting in new audiences. Spotlight on the Future of Live Performance highlights the need and opportunity for impact investment to support renewed substantial sector growth, alongside continued government funding, philanthropic support and profit-maximising investment at a moment when arts organisations and the creative industries are considering how to 'build back better' following a global pandemic which triggered severe economic consequences for all communities.

This project is organised and presented across four immersive exhibition spaces; The 'Making-Of' Gallery; Inspiration Room; Artist Laboratory and Talks On The Future.

The '**Making-Of**' Gallery brings together a unique team of cultural practitioners and researchers to inform and guide the next developmental stage of live performance through the Audience of the Future Consortium. The Gallery highlights four panel discussions with

members of the consortium and other practitioners exploring Cross-Sector Collaboration in R&D, Language in Collaboration and Interdisciplinary Work, Partnerships & Marketing for Audience Reach and New Skills, New Teams.

The **Inspiration Room** showcases the creative work that has inspired a number of arts funders over the past year who, having experienced a global pandemic and the resulting challenges, found inspiring and creative ways to continue delivering their mission. This room includes exciting work from Complicite, Tate Modern, Garsington Opera, National Museum Wales, Birmingham Royal Ballet, and more.

The **Artist Laboratory** presents microcommissions from 10 international multi-disciplinary artists who created rapid responses to watching Dream; an online production inspired by Shakespeare's iconic play, A Midsummer Night's Dream, which combined the latest gaming and theatre technology to create a shared experience between audiences and actors, and featured an interactive symphonic soundtrack.

Talks On The Future welcomes audiences inside the Motion Capture Studio – a digital recreation of the space from where Dream was broadcast to audiences across the world. In this room, audiences can look to the Future with Fran Sanderson from Nesta as she hosts 4 thought-provoking discussions with industry experts including No Proscenium's Kathryn Yu, Actress and Booker long-listed Author Sophie Ward about live performance, creative technology, and funding innovation and social impact.

Fran Sanderson, Director of Arts & Culture Investments and Programmes at Nesta: "As a living resource and community platform, Creativity, Culture & Capital shows how effectively creative sector already delivers a huge range and depth of positive social outcomes and demonstrates how impact investment will be increasingly powerful as a tool to support a more just and sustainable global creative economy".

Immerse yourself in this exploration of arts and culture pushing the boundaries of the future at <https://spotlight1.creativityculturecapital.org/> and find out more at creativityculturecapital.org