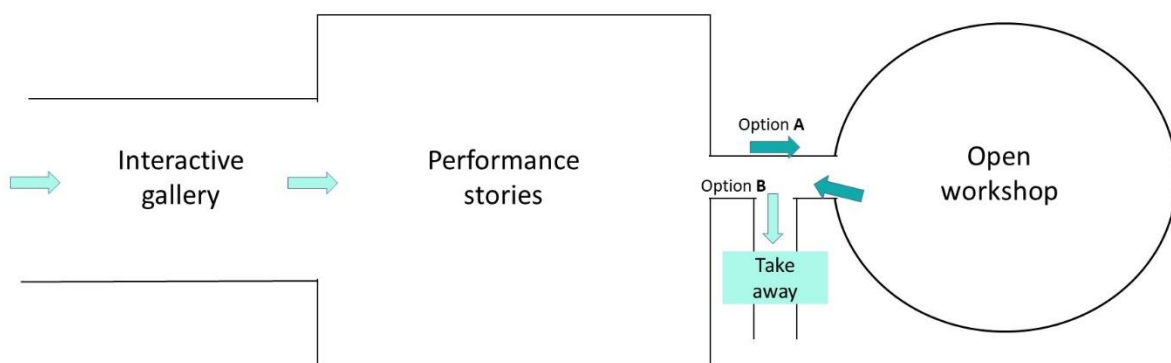


LAYOUT

DESIGN OF EXPERIENCE

Is it paramount to think about the design of the entire experience, not just architecturally in the physical space, but also in terms of social design and audience experience. Together with a specialist in this domain, we will build a concept that best fits for the sensations we would like the audience/participants to have, what we want to offer them and what we would want them to take away (a sense of belonging, of feeling seen even in these undefined circumstances in which their own identity might exist, even when not completely mastering one language or another)

In terms of choosing the physical space – consultation with the designer and the team will be necessarily.



Although designed according to the concept of a gallery, the space in this experience takes place needs to have more accessible and familiar connotations for a larger segment of people from different backgrounds. As galleries can historically be thought of as exclusivist spaces for the higher classes, the choice needs thought of as a space where people from different backgrounds can feel like they belong or have a connection to. Discussions with the team will happen, as well as research carried out in order to determine what the best choice would be.

The experience is participatory.

The audience/participants will immerse themselves throughout the performance space, as if going into a tour or a laboratory tour with several stops (stations), where they can witness and take part in the process of ‘distillation’, giving them hopefully a taste of the alchemy of how layering different languages works, of how sociolinguistic identity is created and performed, inviting them to think or challenge their perceptions about speaking more than one language – or to question the idea of ‘belonging’

The potential for a multi-language experience could be realised effectively through a multimedia engagement performance, which would capture different instances and modes of engaging with bilingual or cross-lingual practices, sensorially and culturally.

The invitation for the participants is, thus, to try and experience the different materials and offerings with the different senses: there will be written pieces, so audience can visually see how multiple languages are spelled and words shaped, audio material, performance-stories where different ‘languages’ would collide – spoken, visual, movement language, while in the open workshop station we would facilitate an integration of several of these senses and thinking holistically about the ecosystem of languages.

Ticketing system

The audience will be presented with the options of participating in all of the stations in the experience or, if they do not want to participate in the open workshop as well, they will have the option of only taking part in the installation and the performance stories segments. They will also have the choice of only watching the workshop unfold, if they do not wish to actively take part, with the open invitation to join in any part of the workshop, like the drawing or the creative writing parts.

Ticket specifications:

The performance is composed of 3 parts:

Part 1 – a gallery type setting where you can interact with pieces of text and multimedia materials;

Part 2 – a live or recorded performance

Part 3 – open workshop (optional)

You will have the space to explore in your own time elements of multilingualism and identity guided by one of our facilitators

We will discover together the alchemic process of what makes one’s identity, especially in a context of languages.

Those who choose to only explore the installation and performance stations will take a difference exit to the way they entered, where they will be presented with a parting gift that essentially will capture the takeaway from the experience.

The participants who finish the open workshop will eventually take the same exit, again, being presented with a takeaway gift.

The takeaway aspect is another aspect to be discussed and testes. Ideally, we would want to test it with potential participants to the performance experience and analyse what the needs of the participants would be at the end of such a journey about languages and multilingualism.