Advice Document Body Projection Mapping

Introduction

When it comes to adding technology to festivals in order to create a hybrid experience, it is important to understand what the artist is comfortable with.

Body projection mapping is a system that projects animations on top of the performers. The animations will change depending on the body movements of the artist. The idea is to let the audience control these projections by using an online web app that is connected with the system.

These projections will change the ambiance of the show and can be quite sporadic if not done well. There are many details that need to worked out and discussed with each individual artist. Not every artist would be comfortable with allowing the audience to have an influence on the show. Every show is rehearsed and choreographed, therefore it is hard to then let the audience have a play in that.

That is why I will sit down with two t artist to see what kind of details we can work out. Timing, placing, style and interaction will be discussed and elaborated on with the artist.

This document will contain the interviews and brain storm sessions of the artist I will be working with. I conducted these interviews with 'thisislovski' and 'Whiff and the Wet Socks'. The following aspects were important to get a grip on the concept and important details: **timing, placing, style and interaction.**

Timing

Projection with animations can enhance a concert experience, but when this is done too often it could be quite distracting for the audience. There are plenty of artist that create all sorts of spectacles around their show, with fireworks, lighting, projections or smoke. These are all attributes that artist uses to enhance their shows, but over the top.

thisislovski

The lead singer, Igor from "thisislovski", mentioned this exact timing detail, he does not want to have these projections to take over the entire ambiance of the show. It should be done at specific key moments in the show and only for a brief period.

Next to the frequency of these projections, the exact timing of these projections is also a crucial detail to consider. Opening the show with projections can pull the attention of the audience and this can signify the audience that the show is about to start.

These are the following aspects to take in consideration when developing these projections with artist:

Whiff and the Wet Socks

The lead singer, Dries, from "Whiff and the Wet Socks" explained that the idea of allowing the audience to influence the performance in real-time, would not to be ideal and will distract the audience from the performance rather than enhancing it. That is why we concluded that these projections should be done infrequently and only briefly, just to add that extra "pizzazz" to the performance.

- The frequency and the length of projections with animations
- Exact timing and key moments should be special and grab the attention of the audience

Placing & Style

Animations will be projected on the artist during their live performances, enhancing the experience and creating an extra element of entertainment. Even though these projections sound really intriguing in theory, but it can be quite a nuisance for certain artists. Understanding which artists will refrain from these projections is important and why they wouldn't be willing to use this is their next live performance.

Every artist has their own style and their own creations that fit with their music and performances. That is why it is important to create these animations, for the projections, with the artist. Understanding what their vision and creative thinking will be crucial for developing these animations. There are artists that would rather have very subdued and minimalistic animations for these projections and there are others who would want the entire stage to transform into their own world.

Thisislovski

Igor welcomed the idea of these projections with open arms and was very excited to work with me on this. When asked if he would mind these projections on his body, he already had many different ideas for the animations. He wanted a mix of body projection and on projection on the backdrop.

Igor mentioned many different types of ideas and animations for these projections, one of them was projecting animations on top of his band members. Each band member would have their own minimalistic animation, either around them or on top of them. Another idea was to combine body projection with backdrop projection, which gives the projection more depth and room to play around with.

Whiff and the Wet Socks

Dries believes that the projections on top of his body will be quite distracting and could possible blind him and his band members. This can most definitely happen as soon as the projection does not line up with the bodies, but there are other alternatives: Projecting on the backdrop or on the stage could already will prevent the projection from blinding Dries and his band members.

- Projections on the body
- Projection on the backdrop or stage
- Understand the artists visions and creative thought process
- Create animations that fit with their vision and performance
- Consider the fact that every artist is different

Interaction

In order to captivate the audience and make them feel like they are a part of something bigger can be done in many ways with interaction design. Allowing the audience to influence the projection will create an interaction between the audience and artist. Understanding what kind of interaction and when you want this interaction to occur is important when creating these experiences.

thisislovski

The idea of allowing the audience to directly influence the show is a terrifying idea, Igor said. These shows are rehearsed, choreographed beforehand and it would not be ideal if the audience would change the setting. Igor mentioned a scenario where he would be playing a sad song and if someone from the audience would place an animation with a positive connotation, this misplaced animation will ultimately ruin the performance. Allowing the audience to change the setting in real time is an absolute no-go and should be changed into something else.

Igor mentioned that the idea of allowing interaction between the audience and artist is rather interesting but should be done in a way that it won't change the performance all too much. That is why we decided, at least for his performances, to allow the audience to influence the performance in a way that can be predictable and easy to adjust before the show.

Here is how that interaction would take place:

As soon as the audience has bought their entrée ticket, they will get a poll with abstract questions and the results of the poll will be visualized in these projections and then the projections will take place at specific moments. Think of the intro of a song or a guitar solo.

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Whiff and the Wet Socks

Dries invited his creative director for some more inspiration and eyes on this project. He was heavily focusing on the interaction part of the project, looking into different input systems for the body projection mapping. The idea was to use a drink-cup counting system in the waste bins, this allows the festival visitors to give input on the projection. No mobile phone or mobile application needed for the prototype. This would be a great alternative for the input system, but it can be quite tricky to execute within the given time constraints.

After some back and forth on the interaction part, we decided to completely let go of the interaction between the artist and the audience. The projection mapping and animations will be intriguing and captivating enough in order to create a more hybrid festival experience.

- Interactions should be well thought out and should not interrupt the shows
- No real-time interactions
- Use a polling system to get the input data for the projections