Shakespeare Folger's Library – Project abstract

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Problem Statement

Although Shakespeare is read in schools, played in theaters, referenced in newspapers and broadly discussed, people still do not know much about him. His personal biography is full of mysteries and interesting facts. These might be explained here and there for those that dig for the information, but we think that getting to know Shakespeare could be way more fun and engaging. Being non-experts ourselves we became particularly interested in the side-stories that may had lead to the high valued work of the actor, poet and playwright.

Concept

We'd like to create an experience in which visitors are able to explore and discover details about interpretations of Shakespeare's person connected to his work. Using curated content from various sources and a storytelling approach, we want to connect archive content from the Shakespeare Folger's Library and thereby provide an entry point for exploring the collection.

Enabling Technologies

To engage people and awake curiosity we strive towards a gamification approach delivered by an interactive web experience that is easy to share and has the ability to reach a broad audience. We achieve this by using modern web standards and technologies.

Personae

Our target audience includes non-experts that are not necessarily actively interested in obtaining new information about Shakespeare, but are curious to try out new things. They wouldn't normally come across the archive or interact with it, but might because of the playful characteristics of the experience.

Field Overview

DADA DATA
The *Dada Data* project approaches the dada movement by applying visual and conceptual styles from Dada itself. It pays homage to the movement by presenting the data of individual artists, quotes, and art-pieces as a digital representation.

[MYSHAKESPEARE](#)

MyShakespeare explains Shakespeare's plays by opposing acts in old English to acts in modern English. This mixed media experience attempts to make the rather complex language of Shakespeare accessible to a broader audience. This goal is similar to ours but focuses especially on Shakespeare's work.

[MARIA CALLAS](#)

Warner Classic created a biographic storytelling experience for Maria Callas that lets users discover her life story and her discography. This interactive experience is particularly appealing, due to its simplicity, sensible atmosphere, fluid and smooth transitions.

[WHICH SHAKESPEARE CHARACTER ARE YOU?](#)

A BBC Bitesize production in the classic *Which … character are you?* format that presents you your Shakespeare character after a number of questions. You can assemble your character's appearance from a number of given components to let him speak lines from the plays to specific topics. We like the idea to invite the user to participate in a playful manner without overtaxing him/her with the depth of the topic. The User is pulled into the story without realising it.

Timeline

Research			Concept			Visual Design / Interaction Design	Development			Presenta-tion
March 7	March 14	March 21	March 28	April 4		April 11	April 18	April 25		May 2