

## **STORYFUTURES / CHINA: Exporting to China, Shenzhen R&D and Training Programme**

StoryFutures is looking to appoint 6 creative immersive companies in the London and Gateway Cluster region for a tight turn-around export and R&D programme. This is a paid development opportunity, with fees covering company participation in workshops and the delivery of proposals aligned to a series of specific briefs. Appointed companies will work alongside StoryFutures specialists and leading design studio HKD to explore the practicalities of designing and exporting immersive cultural experiences into the Chinese market. The programme provides not only research-led insights on the Chinese immersive market, but also the opportunity to benefit from HKD's significant track record of success in this region, opening up export potential for selected companies.

The programme's focus will be on developing a number of immersive experiences for a new Children's Palace that will open in Shenzhen in 2023. We are looking for companies who have experience of immersive production AND can evidence experience of any of the following:

- working with cultural institutions
- creating location-based experiences
- exporting IP, exhibits or interactives to overseas territories

All selected companies must attend at least 6 hours of virtual workshops from November 23 onwards and commit to producing a pitch proposal or series of proposals as part of the programme by December 7.

**On Offer:** StoryFutures will pay £750 per company for participation throughout the workshop and development process. A £500 fee will be paid for each proposal and set of deliverables received per brief. Proposals will then be judged and those selected to go forward beyond Dec 7 will need to enter into an agreement with HKD around their subsequent use.

### **TIMELINE:**

- 18 Nov Application Deadline
- 20 Nov Companies informed of outcomes :
- 23 Nov 3 Hours of Zoom workshopping with HKD and StoryFutures including access to design assets and additional detailed information and confirmation of deliverables
- Dec 1 Progress Reports and Stakeholder Feedback
- 7 Dec Companies supply deliverables,(user journey and visual storyboards, approximate technical specifications and ballpark budget
- Date TBC feedback in December to all participating companies

### **BACKGROUND:**

Shenzhen is the fifth most populous city in China with a population of around 13 million people. It was one of the fastest growing global cities in the 1990's and 2000's and is a leading global technology hub dubbed "China's Silicon Valley". Many large cities in China have public facilities where children can engage in extracurricular activities, such as learning a foreign language, music and sport. Shenzhen has committed to the creation of a new "Children's Palace" that will open in 2023. Plans for this Palace are now underway with tender decisions being made in June 2021 and building and production commencing shortly after.

StoryFutures and HKD believe that the Children's Palace will create valuable learning and practical opportunities for UK based companies able to translate their expertise in immersive storytelling into Chinese Markets. HKD's vision for the Children's Palace in Shenzhen is for a space where children largely aged between 7 and 15 are supported in achieving their full potential.

The galleries and studios should aim to create a comprehensive physical and mental programme of art and science, with key learning points reviewed and reinforced. The design will place the visitor at the heart of the experience creating a series of galleries and exhibitions which build and expand children's understanding of their position in the world and. It should invite them to actively participate in the world around them and in building their own future.

**HKD:**

HKD are a UK based design studio that specialise in museum design working across the UK, US, Singapore and China. They have delivered over 120 museum and science centre projects internationally.

**STORYFUTURES / CHINA: SHENZHEN R&D AND TRAINING PROGRAMME:**

At briefing events selected SME's will be supplied with detailed information around plans for the Children's Palace, including: existing design information, plans and schematics, operational constraints, key KPI's for visitor experience and budget parameters experiences would need to be delivered within. There are 3 live briefs that we are inviting applications to develop immersive experience pitch proposals against for this programme:

## BRIEF 1: Growth Gallery - Gallery H



**The Growth Gallery** - this is a space for children to explore the secrets to growing up and where, through interactive games, animation and models, they can explore the process of human growth and development. Through a combination of theory and practice, as well as the use of bright colors, and knowledge of children's psychological models, the aim is to immerse child visitors in the environment, so that they learn through play.

**The gallery has three sections; Our Bodies, Our Minds, Our World.**

Each of the sections emphasises the individuality of each person and how knowledge of the body's function is relevant to them.

**The HQ:** Each of the galleries has a central HQ (headquarters) which are focal points used for briefing groups when they arrive and for reflection and creative activities at the end of the visit.

Growth Gallery HQ

The HQ area is a large head containing a meeting space. It is the first thing that visitors see on entering the gallery and thus makes the content of the gallery obvious.

The exterior of the HQ room is wrapped in a large LED matrix screen which faces the entrance of the gallery.

This is the visual focal point to the gallery we are looking for subject relevant content to animate the outside of the HQ. For example faces scroll across the screen, which transform from fully photorealistic to the most minimal animated lines - humans can still recognise an emotion given very few clues.

It is assumed this show is ambient – looped with no beginning middle and end.

There is an opportunity to link this show to facial recognition / sign-in in the gallery. The work could also be responsive to the movement or activity within the gallery.

The internal space will be used as a classroom so should be left clear but should contain an immersive sci/art environment perhaps inviting people to move with the space triggering sound and image – The Memory Bank.

The HQ as it stands is 35sqm, so depending on the final activity in here capacity could range from 20-30. This space currently doesn't have a ceiling; the external walls go up to 3.6m (the highest anything in this gallery can go).

In scope is the opportunity to use this space and associated screen infrastructure, along with integration of users' smartphones to create an exhibit that allows for:

**Interactivity:** To offer some kind of physical engagement with the exhibit, or an impactful visual element;

**Social:** encouraging social interaction; discussion; teamwork & collaboration;

**Intergenerational:** open to the possibility for an adult and child to engage with together;

**Content-rich:** For there to be something to be learnt or absorbed or understood through interacting with the exhibit, in line with the intended outcomes;

**Flexible in user numbers:** For experiences to be interacted not just by one visitor at a time, but perhaps two or more visitors;

**Open-ended:** To offer opportunities for a visitor to explore the exhibit at a deeper level, according to their own interests; [JB2]

## **BRIEF 2: Growth Gallery: You Are The Exhibit**

The Growth Gallery is about the human body and how it works in a broad sense. We are looking for proposals that will explain the physical workings of the body's internal structures and systems.

The experience will be designed for the family audience but focus on 7-14 year olds. It must be a fun experience, communicating science content using participation and personalization. In scope are opportunities to explore image capture and use of personal measurements e.g. blood pressure, heart rate and bio-metric capture that would allow for gamification and high degrees of interactivity.

This would be enabled by a screen infrastructure and design that we can make available where we are planning for the use of 7 interactive screens that would allow for 4 users to play either collectively or individually and with 3 screens available to display results, communicate rules and attract new players.

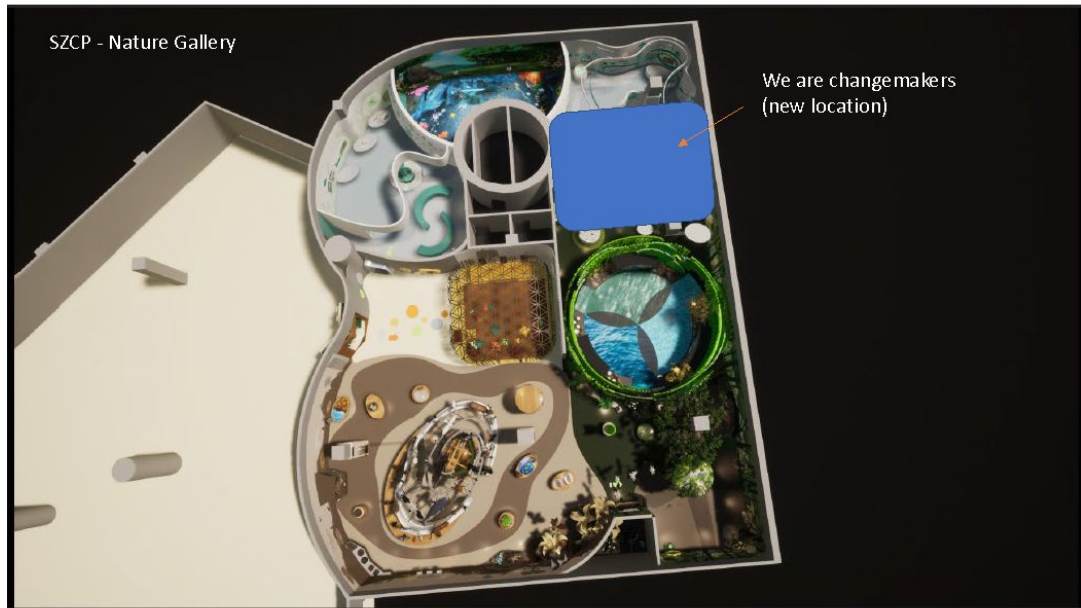
Imagined as 4 AR mirrors the visitor will be able to see how their bones, muscles, etc., work together as they move. In addition to the straight overlay of information we would like to see both individual activities such as, *'here is a bone match it to one you have'*, or tag your organs with the right name. These should sit alongside playful collaborative activities for example; pass the ball around between you above your head, or *'Simon Says'*.

Intermediate screens can be used to carry instructions and record results.

The gameplay and operation should be self explanatory. It is envisaged people will queue to play so they learn to play by watching others play. Learning by contagion.

It is a timed show 3-5 minutes – then end – so a new group can play.

### **BRIEF 3: Nature Gallery “We Are Changemakers”**



**The Nature Gallery** - this area is about the individual's place in the world of nature. It shows the importance and beauty of nature as well as the individual's place within it. Using imaginative scenes some of the current important topics such as climate change, pollution and population are illustrated. However it takes a positive approach to these difficult issues, suggesting and showing how we, as individuals, can improve our world. As part of the explore gallery we are looking for an immersive experience around;

The Nature Gallery is an exciting series of environments linked together by a sculptural LED ribbon – which is a river ( the Pearl Delta) which flows through the gallery and then settles to be a series of research exhibits looking at different aspects of nature and man's impact.

The gallery will make extensive use of sound and light overlays as well as screen based natural history film alongside tanks, specimens and models. The gallery will use technology to give access to nature, building empathy and understanding – the last part of the gallery is We are Changemakers which is a call for visitors to become agents for change.

This part of the gallery starts with:

## **We are Changemakers** - an immersive environment

This large space is a free flow space with two entrances.

It has two states –

1. Playful – imaginative – designed to be joyful and exciting – can we get up close to nature? Encounter wildlife and environments we can only dream of visiting.

2. Information – loss of biodiversity – what do we lose if the oceans warm?

*You have enjoyed swimming the dolphins but look at how our seas are dying*

*You have enjoyed the watching the elephants play but look at how their habitat is being destroyed*

*Walk with the penguins – learn about the melting of the ice sheets*

This gallery has a Shenzhen focus so some of the animals and habitats must be Chinese with some local to Shenzhen.

There will be a "pledge wall" where people can leave messages about what they intend to do. The messages can be analysed by staff and summaries displayed.

As with all other galleries the emphasis will be on individual contributions - what can I do to make a difference?

Atmospheric sound and light accompany the experience and it would be feasible to integrate augmented and mixed reality experiences into this exhibition.

**WHAT YOU CAN APPLY FOR:** Please specify upon application if you would prefer to:

a/ Develop for Brief 1 – The Growth Gallery HQ

b/ Develop for Brief 2 – Growth Gallery "You Are The Exhibit"

c/ Develop for Brief 3 – Nature Gallery "We Are The Changemakers"

Due to the tight turnaround, companies interested in more than one brief must apply separately for each brief.



**QUALIFICATION:** To be eligible to apply:

- You must be a company with a registered address in London or within the 'Gateway Cluster' region - see the map [here](#).
- You must be a Small to Medium Enterprise (SME), with less than 250 staff
- You must have agree to the reporting terms of our funder, the Arts and Humanities Research Council, and that non-commercially sensitive insights will be published in industry and academic reports as part of the research collaboration

Initial Expressions of Interest will be judged against the following criteria:

- Track Record of working with cultural institutions; creating location-based experiences; exporting IP, exhibits or interactives to overseas territories
- Company Robustness.

Complete the Application Form [here](#).