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**VOXED**

WAYNE  
PARSONS  
DANCE

**#GOGGLEDANCE** is a live performance that takes place outside the windows of its audiences. We rock up at an announced time and perform a solo dance outside peoples' houses, all they do is record themselves watching, joining in, reacting and getting creative. We'll send them prompts to respond to while they are watching, they'll perform 'follow me' sections and they'll be set simple tasks to create fun moments. We then create a short video combining our performance with their reactions and performance that can be shared online.



Simples!

Sounds a bit like Channel 4's hit TV reality series Gogglebox, right?



# What is #GOGGLEDANCE?

The project will have three outcomes

1. A performance on the doorsteps of your local audiences that can be shared by a single household, block of flats, care home or estate.
2. Footage will be captured on audience members phones of their unfiltered live reactions to and interpretations of what they are watching. We'll provide prompts bespoke to the audience or setting. Much like Gogglebox we capture candid observations and reactions at the same time as getting people creative and moving.
3. The solo performance at each location will be professionally filmed. This will be edited together with audience reactions resulting in short-form content for distribution on ours, yours and local community groups' online platforms. Distribution of films will be predominantly through a shared Facebook playlist but can also be hosted in IGTV. They will eventually make their way to VOXED's YouTube channel.

Our first two iterations with original co-producers Stephen Joseph Theatre and co-producer Pavilion Dance South West together generated over 90k views on Facebook.





## What will the live performance look like?

Each outdoor performance will be roughly 12 minutes long and will be performed by one dancer. All audience members will watch the performance from inside their own residences. We anticipate we could deliver up to 5 local performances in different locations in one day, with one dancer and one filmmaker.

The live performance is broken up into three sections:

1. Watch us – the participants watch the live show whilst responding to quick fire questions they receive through their headphones.
2. Follow me – the participants are asked to follow the live performer outside their house who can talk to the participants who hear them through their headsets.
3. Be you – this is where the participants get to select their own track, they can either have a dance [arty or create something they'd like to share.

## Who is the intended audience?

#GOGGLEDANCE works well for a variety of audiences. We have found it works particularly well when applied to the hyper-local/local audiences and sits comfortably with families with young children and care homes.

This project provides a great opportunity to engage existing audiences during this time when venues are closed, and social distancing needs to be observed. Moreover, it offers a chance to reach new audiences, perhaps audiences that can't physically attend live performances, audiences who can't afford to visit the theatre, or those that don't see the theatre as a place that is 'for them'. We bring down the barriers to entry for audiences by bringing the work to them, inviting them to participate, and making it free. We would work with you to identify audiences and communities that meet these criteria.



**#GOGGLEDANCE**  
Bournemouth  
Christchurch & Poole

**What does a #GOGGLEDANCE episode look like?**

Check out the YouTube playlist [here](#)

# Why is #GOGGLEDANCE right for now?



**ENGAGING AUDIENCES** – We all know what a challenge this is at the moment! **#GOGGLEDANCE** provides a socially distanced offering for your community to engage with live performance, it's also a chance to reach new audiences. We are especially keen to engage a diverse audience who are new to dance. Finally, it offers an invaluable insight into your audiences' thoughts on dance and the arts in general. Lastly, it gets people being creative. It gets people moving and enjoy not only watching dance but taking part.

**DIGITAL CONTENT** – **#GOGGLEDANCE** will generate short-form content that turns the audience into part of the performance. Audiences self-tapped films will be edited together with the live performance. These short films will then be distributed on ours, our partner organization's and local community groups' digital platforms.



**COMMUNITY** – Live performance has the power to bring people together, sharing experiences, sharing stories and seeing ourselves reflected on stage, in film and online. The films created by **#GOGGLEDANCE** offer a way to connect directly with audiences and communities bringing them together not only through the shared experience of the live performance and the creation of a film of that experience.

## FAQ

- **How will we keep our collaborators safe?**

Rehearsals will be carried out via Zoom if necessary. Social distancing will be observed through the rehearsal and live moments.

- **Will our audiences be safe?**

This is the best thing about **#GOGGLEDANCE**: the audiences don't leave their houses. There is no interaction with the performers beyond watching them through the window. The only contact we have with the audiences is a contactless drop off of headphones through which the show is relayed and a mobile phone on which we record. The entire project is COVID safe and can be conducted under lockdown conditions.

- **What will be the outcome of this project?**

We will create a series of short-form films. The inputs will be the audiences' self-tapped films and the live dance performances. All content is to be distributed online via Facebook, IGTV and Youtube.

- **Will I need to supply producer support**

Yes. We recommend a co-producing model. We need the local knowledge of our co-producers to successfully recruit participants and manage any licensing required for filming. Further details will be discussed.

- **How many venue staff will be needed on the day of the show?**

Preferably two.

- **Can others who aren't being recorded see the show watch/observe?**

Yes. We have 50 sets of headphones so anyone can watch and join in. We can only record up to two households per show.

## FAQs continued...

- **Will there be any music?**

The music for the live show is all relayed through headphones.

- **How many performances could you deliver a day?**

We estimate that we could deliver a maximum of 5 performances per day, dependent on the travel time between each location.

- **How will the outdoor dance content be captured on film?**

A camera operator will capture the dance content.

- **How do you make sure the audience responses are filmed in the right way and are of a good enough quality to use?**

Our camera operator will provide a simple, easy-to-use set of guidelines for audiences to follow to set up and record with their devices. This will also include advice on how to send the content back to us.

- **How much will this cost?**

Let's discuss the project and the budget. It will depend on the digital output and number of live shows.