

Project partners: ARCADE and Wales Millennium Centre

Info about ARCADE

ARCADE (London) is an award-winning mixed reality studio on a mission to make the world a more playable place.

AI and XR technologies are ushering in a new era of digital experience, and ARCADE is at the forefront of harnessing their power to take the ordinary, everyday world and make it playable.

From large scale places like sports stadiums, shopping malls, museums, galleries or heritage sites, to temporary places like festivals or experiential pop-ups, to the places we find ourselves everyday like parks, offices or our own homes, ARCADE uses the full spectrum of established and emergent technologies to blur the boundaries between physical and digital, unlocking new ways to play in the world we inhabit.

ARCADE started life in 2016 but has its roots in almost twenty years of study and practice prior to that, with our founders qualifying as architects before building one of London's most successful digital agencies.

Info about Wales Millennium Centre

Wales Millennium Centre (Cardiff) is Wales's national performing arts centre. The centre stages musicals, opera, ballet, contemporary dance, comedy, cabaret as well as producing and presenting community performances, exhibitions, and flagship events such as our international arts festival Llais and the National Eisteddfod.

We are also a home for immersive experiences and storytelling. Since 2021 we have co-produced two immersive productions *Ripples of Kindness* and *The Museum of Nothingness*, launched our immersive venue *Bocs* (the first of its kind in an arts centre in the UK), worked with some of the UK's leading artists in this field, created a small R&D facility and integrated with our stage productions team to explore the relationship between live and digital experiences.

We bring experience in connecting work with live audiences in an experiential way and supporting artists to develop their creative practice alongside technological advancement creating a cross fertilisation that drives forwards the possibilities of technology, content creation and audience experience. We also have expertise in working with Welsh language productions and exploring innovative ways to work bilingually, increasing opportunities for artists and audiences.

At the heart of our work is a connection to voice and voices and how immersive technologies can support and augment existing creative practice. Our work is not driven by the possibilities of technology but by the possibilities of the story and the artist's vision and this is the specific expertise that we bring. The quality and expertise we bring is evident in our critically acclaimed experiences *Ripples of Kindness in 2021* (which was part of the official selection at FIVARS Festival and QLD XR Festival) and *The Museum of Nothingness in 2022* as well as the testimony from digital producers we have worked with.

The Internship

The applicant should have an interest and strong skills in the following areas:

- Storytelling and narratives
- XR production (AR, VR, MR)

The successful applicant will work with Wales Millennium Centre, Writer, Director Tracy Spottiswoode and ARCADE on an experiential experience titled the Broad Haven Triangle. This sci-fi inspired fairytale will be a multi-sensory XR project that will transport you to the coast of 1970s Wales as a witness to the enigma of mysterious UFO sightings known as the British Roswell, one of the most important UFO incidents in UK history. Through this we hope to:

- Develop a prototype XR experience that will blur the line between fact and fiction playing with perspective and scale.
- Understand ways in which archive material from the broadcast library in Wales can be reimaged in creative to tell stories using XR.
- Explore ways in which we might encompass the Welsh language through creative captioning and interaction.

The applicant will gain experience working as part of a wider creative team and will have the opportunity to work with the XR director to position and present the narrative, understanding ways in which we might realise the experience for exhibition. As this is a shared partnership between ARCADE and Wales Millennium Centre, the applicant will have the opportunity to experience both creative arts and commercial development environments.

Timeline

Early June 2024: The internship will launch with ARCADE in London. Working with the Creative team in Cardiff (remotely) on concept designs.

Late June 2024: 2-3 weeks working with the creative team and cast at Wales Millennium Centre, Cardiff.

Early July 2024: 2-3 weeks with ARCADE to develop and prototype the technical work.

Late July 2024: Share development build.