

# THEATRE IS...

## News Release

### THEATRE-GOERS SET FOR FRESH EXPERIENCES

Hertfordshire based theatre company THEATRE IS... in a partnership with the University of Hertfordshire's School of Film, Music and Media, have secured £14,500 of funding towards a project exploring how cutting edge digital technology can extend the live theatrical experience.

The Technology Strategy Board, a cross-government initiative aiming to stimulate growth in the UK economy, awarded the money to THEATRE IS... to run a feasibility study called 'Theatre Beyond Walls,' which will run until spring 2009.

Theatre Beyond Walls will explore how digital content, such as video, music or even games could enhance the unique pleasure of going to a live event. For example, by creating mobile media experiences that enable audiences to enter and enjoy the world of the performance, even before they arrive at the theatre.

THEATRE IS... aims to inspire and ignite the artistic leadership of the 21<sup>st</sup> Century by providing young people the opportunity to engage in theatre on their own terms. Theatre Beyond Walls provides a unique opportunity to do this, by exploring how people will engage with live events in the digital age. Stuart Mullins Creative Director of THEATRE IS... said "Theatre Beyond Walls is helping us deliver our ambition to make theatre accessible to young people. It is also another example of how our partnership with the University of Hertfordshire is driving real innovation in the creative industries"

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University of  
Hertfordshire



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Chris McIntyre, Dean of Faculty for the Creative and Cultural Industries at the University of Hertfordshire said: “This funding will contribute to drive new innovations within performing arts within Hertfordshire and the UK, benefiting all those who enjoy theatre and draw new crowds to a thriving industry. This project will be a further addition to the University’s business-facing agenda in an increasingly important time for budding enterprise.”

## ENDS

For further information please contact Michael Corley on 01707 281100 or [michael@theatreis.org](mailto:michael@theatreis.org)

## Notes to Editor/s

THEATRE IS... inspires and ignites the artistic leadership of the 21st Century. The company’s aims focus on the young people in the East of England. They are to:

- Listen and consult young people on future practice
- Broaden participation in the arts through new technology and by offering the opportunity to learn new skills
- Develop artists and encourage social enterprise
- Create inspiring performances

THEATRE IS... develops young people’s artistic talent and ideas. It is a company artistically led, offering young people opportunities to participate in, generate and engage with all forms of theatre. THEATRE IS... is funded by Arts Council England and Hertfordshire County Council

The University of Hertfordshire is an ambitious and entrepreneurial university. It offers excellence in teaching, learning and research and puts students at the heart of its activities. It is a model of a 21st century university, international, business-facing and business-like in its approach – making it distinctive in an ever changing higher education environment.

The University of Hertfordshire is one of the region’s largest employers with over 2,700 staff and a turnover of £205 m. With a student community of 23,000, including more than 2,000 international students from over eighty five countries, the University has a global network of over 160,000 alumni. For more information, please visit, [www.herts.ac.uk](http://www.herts.ac.uk)

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