

stage_on *the road*

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ARTES ESCENICAS Y LA MUSICA



Plan de Recuperación,
Transformación
y Resiliencia



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Collaborates:

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Participates:

creA SGR

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experience
unique
interactive
dance
arts
reality
virtual
technology
immersive
innovation

concept

01

Itinerant interactive installation that allows users and spectators to access unique immersive VRDance experiences through Meta Quest devices, as well as live dance performances, disseminating dance in real and virtual environments. This innovative project aims to bring the living arts to all audiences, especially to new generations, through the use of technologies such as virtual reality (VR), extended reality (XR) and augmented reality (AR).

Stage_ON The Road has the support of recognized institutions, such as WAYRA ESPAÑA of Telefónica, and has been possible thanks to the support of the Community of Madrid, being one of the only dance projects selected to participate in the business acceleration program for cultural projects that was launched in its first edition. In addition, the project has received the support of INAEM, the General Direction of Cultural Industries and the European funds NextGenerationEU.

02

vision mission

To implement solutions that allow to generate new formats for the dissemination of live arts through the impact on digital environments.

To offer the spectator alternatives to experience and live dance from another point of view, beyond the live stage, and to make dance an art on a large scale.

Stage_ON does not intend to replace live performing arts, but to adapt them to the habits that society is experiencing, to generate the curiosity of those users already accustomed to the theater and to capture the attention of new audiences, especially the new generations.



objectives

To meet the new generations and attract new audiences, thanks to the approach of live arts to digital environments.

With the immersion in the universe of Virtual Reality, we intend **to create new experiences from the virtual imaginary**, providing a level of accessibility of users much higher and closer to the sensitivities and habits of the general population.



04

Why Virtual Reality?

Virtual reality creates **immersion**, **interactivity** and allows us to be transported to a fictitious environment with the appearance of a totally real place, generating **virtual sensations and “emotions”**

fundamentals



Why Dance?

Dance is a gatherer of both artistic and intellectual processes, in which thought is also implicit and, like any artistic expression, **it must evolve to adapt and occupy other spaces and environments in which it has a place.**

Theatrical stages are, in truth, the original spaces of virtual reality. By accessing it, the audience visits interactive and immersive imaginary worlds. **The performing arts are also a way of creating virtual worlds,** and in the case of dance, moreover, the language barrier is eliminated and the virtuosity of bodies in movement stands out.

Image and technology are already common in many performing arts, but this is a hybridization in which **Dance is a pioneer and has been experimenting for decades through video dance.**



Why merge Dance + Virtual Reality?

The world of performing arts has already embraced **immersive and participatory experiences**, but the unique power of Virtual Reality to simulate immersion and deliver action allows the fusion to make sense and bring about the magic of interaction with the living arts.

VR turns dance into a mixed art, between live and plastic, in line with current trends. The immersive experience gives a **new meaning to the “living arts”**. Art and technology allow us to expand the communicative languages and raise new scopes for the creative universe.

Why implement it now?

The increasing ubiquity of VR technology and the sales success of devices such as VR glasses at an affordable price, coupled with the need for conventional performing arts venues to integrate into the virtual world and **reach new audiences**, make this project a feasible solution to an urgent need.



05

the installation

PROMO VIDEO

TECHNICAL RIDER

stage_ON The Road EXPERIENCE

The installation consists of an itinerant physical space that has panels and screens with a flexible design that allows its adaptability to an infinite number of spaces. Through the latest Meta Quest VR glasses, users will be able to access our platform and enjoy a variety of immersive VR Dance experiences.

With two separate zones to access the different contents.



stage_on
the road

zone A



Watch immersive video creations

Experience for users through Meta Quest VR glasses, where they will be able to access all the audiovisual content VR/XR/AR of the Stage_ON platform. The contents offered include short 3D 180° and 360° video dances of between 3 and 8 minutes each. The facility provides users with VR glasses that will rotate during the opening hours.



Stereoscopic 360° video creation

A video format that allows viewers to see and explore a real scene in 360 degrees. The content is not limited to a fixed two-dimensional view, the viewer can move the camera around the scene to see what is happening at different angles and directions.

This video does not allow the viewer to move in scale around the scene, only rotational movement.





Virtual **3D** scene in **180°**

Three-dimensional immersive experience in virtual reality. The viewer can interactively see the scene, with a 180° field of vision from top to bottom and from left to right through a virtual reality viewer with 8K quality, which allows extraordinary sharpness.

zone B

Audiovisual

content

2D Video projections and video dances on the screen of the exhibition space during opening hours. There will be a program schedule of content during the day. This content will be accessible to all the public attending the installation.



.....Live dance performance

Live dance exhibition in which a performer interacts with the video projections shown on the screen of the exhibition space (10-15 min duration). The goal is for the spectator to appreciate both sides of the arts in motion, both live with the performers on stage, and in the virtual world through VR Dance video creations. The show will be performed several times a day during the period of the installation.

PROMO VIDEO



Interactive gaming experience

Mixed reality content with VR glasses that incorporates immersive techniques typical of video games with holographic effects. The game induces to interact and perform the suggested movements, allowing the user to “dance” during the experience.

format and conditions

The installation is **self-contained, modular and adaptable** to the conditions of the venue. Stage_ON The Road can be displayed for as long as the host organisation requires. The financial terms will be determined based on the duration, format and content selected.

People on tour:

- 2 technicians
- 1 live performer
- 1 production assistant / tour manager

Fee includes:

- Stage_ON The Road interactive installation, according to the agreed number of days, including Meta Quest Glasses
- Live dance exhibition
- Audiovisual content during the exhibition

To be covered by the local organization:

- Fee activity
- Adequate technical conditions of the space for the installation and the show (check **Technical Rider**)

The Stage_ON team offers coaching to members of the local organization for the use and handling of the equipment and VR devices

06



about 07us

stage_on

Larumbe Danza has more than 30 years of professional experience in the performing arts sector. Its objective was and still is **to disseminate and support dance for its integration into society**, as a thriving cultural reality and as a participatory and educational tool.

Our philosophy as a cultural company is an integral concept towards society, thinking not only as creators and disseminators of artistic content, but also as an entity that promotes cultural industries towards their constant renewal and transformation.

Experience in Dance and new technologies

We have dedicated a large part of our history to the investigation and production in the multimedia field. We have been creating **3D hypermedia dance and mapping performances for more than ten years**, also focusing on the creation and production of virtual reality projects.

Our goal is to promote **innovation and incorporation of technological resources to the performing arts**, strengthening the impact of dance in society using sustainable strategies. In the face of rapid technological progress and with this focus on continuous adaptation, we identify the need to generate content that responds to the demands of today's market.



general director

He began his studies at the Ecole de Formation Professionnelle from the Ballet Contemporain of Brussels directed by Karmen Larumbe. He won the Gold Medal at the Prix Français de la Danse and participated as a scholarship holder at the Nikolais - Louis Foundation Company, the New York City Ballet and the Juilliard School.

He has created more than 40 performances and collaborated as a choreographer in national and international operas with their directors, as well as choreographing pieces for advertising campaigns and music videos.

He has also worked as a teacher of contemporary dance and improvisation for the Luxembourg Conservatory and for the Professional School of the Ballet Contemporain of Brussels. He gives masterclasses and lectures at national and international universities, as well as in the Larumbe Workshops, and he is in charge of LD2 Young Company of Coslada.

He has been the founder and President of Emprendo Danza and the State Federation of Associations of Professional Dance Companies (FECED). Member of the State Council of Performing Arts and Music and Member of the International Dance Council of UNESCO. He was director of the traveling Festival "Madrid dances in..." and "Spain dances in..." from 2006 to 2015. He is also the creator and artistic director of the GESTO Festival in Torrelodones and dance curator of the Coslada Radial Festival.



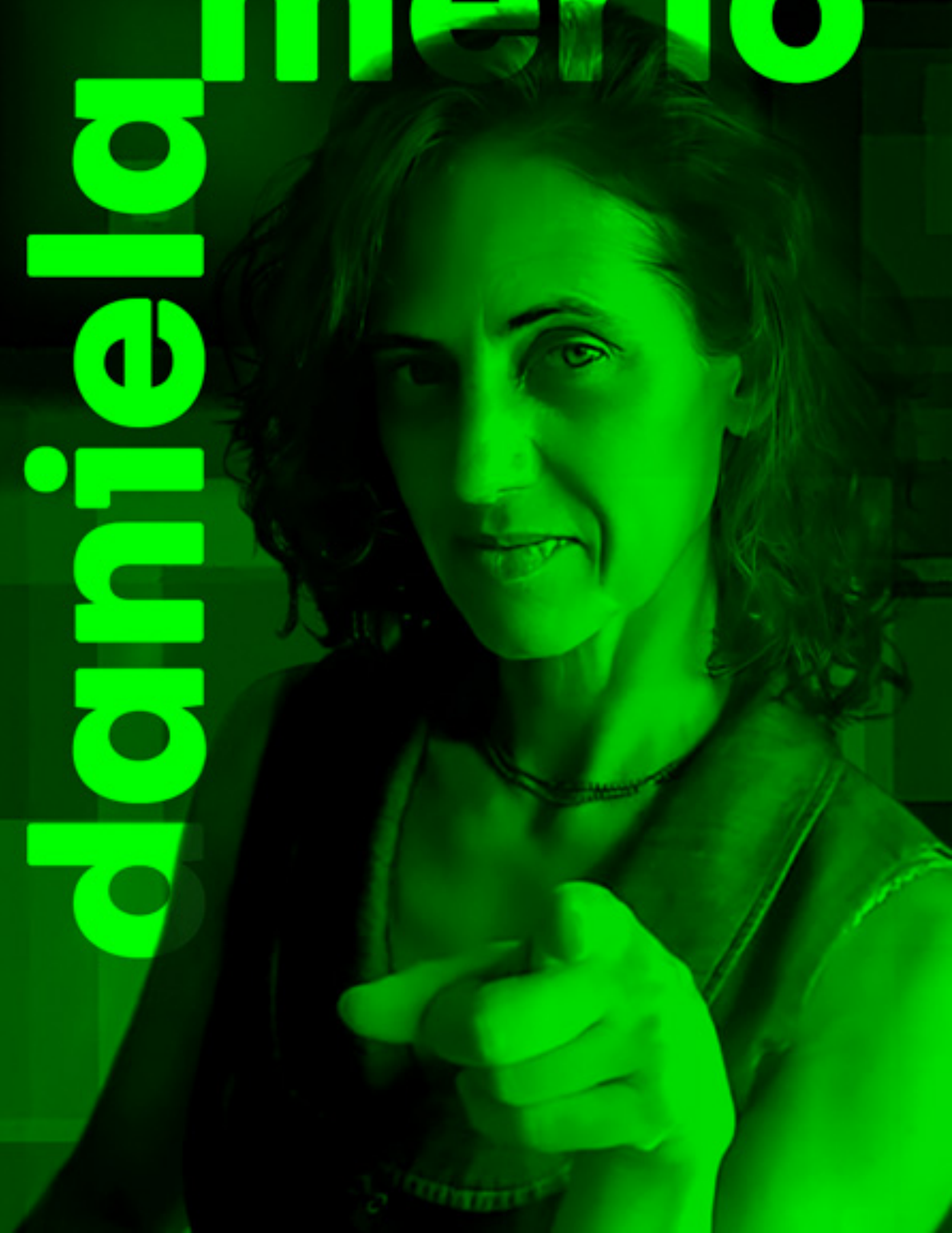
artistic director

Trained in classical and contemporary technique at the Scala di Milano, the MUDRA and the Ballet Contemporain of Brussels, as well as in complementary techniques of interpretation, voice and singing. She began her career with the choreographer Karmen Larumbe, and in 1996 she founded, together with Juan de Torres, Larumbe Danza. Creator of more than 20 performances, some of them in collaboration and co-production with national and international artists.

Creator and coordinator of school and social inclusion campaigns, collaborating with the Obra Social Caja Madrid. She directs the program ¿Bailas? Coslada en Movimiento, and opens the professional dance section of the Larumbe Workshops of Coslada. President of the Objetivo D Association for the promotion and development of dance, and current teacher of ballet and contemporary dance at the Municipal School of Torreldones.

Professor of applied contemporary dance, improvisation and performance at the Fundación Mecenarte. Specialist Professor of Body Technique and Fundamentals of Movement Technique at the Royal School of Singing and the Royal Conservatory of Music in Madrid. Guest professor at the Association of Dance Professionals of Madrid, the Conservatory of Puertollano, the Carlos III University, the DAMS University (Rome) and the Academy of Performing Arts HAMU (Prague), as well as in Belgium, Luxembourg, Poland, Italy, Mexico, Argentina and Paraguay.

daniela merlo



executive manager

Degree in Dance and postgraduate training in cultural management, having completed the Master of Cultural Management: Music, Theatre and Dance at the Complutense University of Madrid. She has carried out several cultural projects specialized in the dance sector.

She is currently in charge of the Promotion and Distribution department of the resident company LARUMBE DANZA, and has been responsible for the Production area of the traveling Festival "Madrid dances in...", directed by Juan de Torres, during several editions: 2008 (Warsaw), 2009 (Buenos Aires), 2010 (Lisbon), 2011 (Budapest), 2012 (Recife) and 2013 (Mexico). Production Director of the Festival "Spain dances in..." in the editions of 2014 (Tokyo), 2015 (Montevideo) and 2016 (Seoul).

In addition to collaborating with Larumbe Danza, she is the Manager of the Association of Dance Companies and Enterprises EMPRENDO DANZA, where she has developed different projects, such as: La Danza Cuenta, Danzamanía and Emprendo en Red. She has been Secretary of the State Federation of Associations of Professional Dance Companies (FECED). Parallel to this, she has worked in the executive production of GESTO Dance Festival in Torrelodones and collaborates in mediation and cultural consulting projects.

elinor
pérez



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