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Immersive Media Dispatch: April 2013

Immersive Storytelling:

StoryCode is a community hub, lab and creative consultancy for emerging and established cross-platform and immersive storytellers.

StoryCode News

Thanks to everyone who attended and helped pitch-in for the April Forum. Adnaan Wasey from POV Digital shared amazing insights. If you missed it you can access all our [past Forums here](#). Special thanks also goes to [CUNY School fo Journalism](#) for hosting our March and April Forums.

April is a busy month with a number of great conferences on deck including [Transmedia Hollywood 4](#), [TFI Interactive](#) and [DIY Days](#). A number of StoryCode members will be presenting at these events. Hope to see everyone there!

Planning is underway for our next Story Hackathon, and this one will be in Los Angeles in August 2013. Expect more details soon, as they are finalized. This one will be even bigger and better than Story Hack: Beta.

Mike wrote a post called "[Stop Talking, Start Making](#)" about the event [here](#). We are thrilled to be partnering with [Createsphere](#), [Transmedia LA](#) and [Transmedia SF](#) to make this happen. We are taking storycoding on the road!

Of Note

Brightly - Twitter Powered Music Video

The music video has always been a great form for experimentation and the Melbourne-based band Brightly has just released a gem. The band created a twitter-based music video that plays in the browser for their single, [Preflight Nerves](#) (affectionately called Tweetflight).

The video fetches live-tweets which sing out the lyrics of the song with some stylish, vintage footage running in the background. The background video footage provides a pleasant and not distracting sense of movement, while foregrounding the live-tweeted lyrics of the song. Check it out, it's really quite nice.

tweetflight.wearebrightly.com

Out of Sight, Out of Mind - Narrative Data Visualization

The team at [Pitch Interactive](#) has outdone themselves on their most recent narrative data visualization project called "[Out of Sight, Out of Mind](#)". This chilling visualization tells the story of the data on drone strikes in Pakistan.

Since 2004, the US has been practicing a new kind of clandestine military operation. The justification for using drones to take out enemy targets is appealing because it removes the risk of losing American military members and it's much cheaper than deploying soldiers. But the success rate is extremely low and the cost on civilian lives and the general well-being of the population is extremely high.

This project helps to shed light on the topic of drones. Not to speak for or against, but to inform and to allow you to see for yourself whether you can support drone usage or not.

drones.pitchinteractive.com

The Trial - Immersive Theater

London-based immersive theatre company [Retz](#) has reinterpreted two of Franz Kafka's works -- *The Trial* and *The Penal Colony*. The performances are highly interactive as audience members travel around London. *The Trial*, published in 1925, tells the story of a man arrested and prosecuted by a remote, inaccessible authority, with the nature of his crime revealed to neither him nor the reader. In this modern interpretation, Retz explores the value of identity in the internet era, when it can be easily bought, cloned or stolen.

The production is a large-scale interactive story where audience members follow the protagonist through a series of locations in London as he comes to terms with his mysterious arrest. Audience members experience the story in a series of one-on-one encounters with some of the 47 cast members and find themselves lured into helping the protagonist. What they say to the actors will be noted, disseminated via the web, and potentially used against them by other cast members at a later moment.

retz.co.uk

Dadaab Stories - Web Documentary

The Dadaab refugee camp in Northeastern Kenya is home to around 500,000 refugees and humanitarian workers. Every one of them has a story to tell. [Dadaab Stories](#) is an interactive documentary and a place for those stories to live, and be shared with the world.

This ongoing project includes video, poetry, art, photographs, blog posts. One of the most interesting aspects of this project is that the creators enabled the subjects to create various elements of the project themselves. This excellent example of community journalism was a 2011 recipient of a [Tribeca New Media Fund grant](#)

dadaabstories.org

Find Your Way to Oz - Interactive Trailer

The team at Google Experiments has been quite busy. They've released over 500 experiments to date, and the latest is a very cool collaboration with Disney called [Find Your Way to Oz](#). Find Your Way to Oz is an interactive journey inspired by Sam Raimi's latest feature film, *Oz The Great and Powerful*.

The site takes you on an interactive journey from a circus to the land of Oz with a balloon ride and an encounter with an ugly storm in between. Users unlock extra footage from the film as they go through the interactive trailer.

findyourwaytooz.com

StoryPress - Spoken History iPad App

Check out [StoryPress](#), an iPad app that makes it easy to capture memories, preserve them as spoken history and then share them with your friends and family. With StoryPress you can either talk freely and record the whole story or can be interviewed by the app on a specific topic. [Here's a link to the app in iTunes.](#)

storypress.com

Game of Thrones - The Exhibition

'Game of Thrones' comes alive for fans in an immersive, touring exhibition that transports viewers into the breathtaking and enchanted world of Westeros. The traveling exhibit, the first of its kind by HBO, will stop in five international cities - Toronto, New York City, Sao Paolo, Amsterdam and Belfast. Presented by HBO and international partners, the exhibition is free to the public and focuses on key characters from five of the noble houses: Stark, Lannister, Targaryen, Baratheon and Greyjoy.

It will include a trove of more than 70 original artifacts from Seasons 1 and 2, plus select pieces from this year's new season. It is in New York from March 28 to April 3rd at: 3 W. 57th Street (between 5th and 6th Avenue).

game-of-thrones-exhibition.com

Peanut Gallery - Interactive Silent Films

Google has released yet another cool experiment to show off the latest developments in Chrome. Check out [The Peanut Gallery](#), a Chrome experiment that lets you add intertitles to old film clips using your voice, and then share those clips with your friends. It uses your computer's microphone and the Web Speech API in Google Chrome to turn speech into text. You can also record the whole process, effectively allowing you to make your own silent movie.

peanutgalleryfilms.com

Psych - Live Digital Special Event

Social TV works best when it's associated with live-event programming and USA Network is doing an amazing job making their shows "events". Their latest effort was an innovative promotion for **Psych's** 100th episode. The network allowed fans to determine the ending of Psych's 100th episode in what they called a "live digital special event."

During the episode, fans voted on one of the five suspects on Psych's page on USANetwork.com or via Twitter using custom hashtags created for each suspect. On-air graphics kept viewers on both coasts updated on the polling results, meaning there could have been different endings depending upon which coast you lived.

[Psych's 100th Episode](#)

Hatchvid - Production Management/Collaboration

Check out this new cloud-based production management and creative collaboration app called **Hatchvid**. Hatchvid helps creative producers and teams to easily develop story concepts, write scripts, collate storyboards, share media files, gather feedback, manage workflow, track projects and collaborate with co-workers and clients for producing motion media projects like online videos, product explainers, video ads, animations, short films, mini-documentaries, crowdfunding videos, video games and more.

hatchvid.com

Member Highlights

Transmedia Hollywood 4 - April 12

Transmedia Hollywood (a sister conference of Futures of Entertainment) is a one-day public symposium exploring the role of transmedia franchises in today's entertainment industries. Transmedia, Hollywood turns the spotlight on media creators, producers and executives and places them in critical dialogue with top researchers from across a wide spectrum of film, media and cultural studies to provide an interdisciplinary summit for the free interchange of insights about how transmedia works and what it means. Transmedia, Hollywood is co-hosted by Denise Mann of UCLA and Henry Jenkins of USC, bringing together two of the most prominent film schools and media research centers in the nation.

[Register here](#). Tickets are very reasonable and a student discount exists.

transmedia.tft.ucla.edu

TFI Interactive - April 20

The lineup for this year's TFI Interactive has been announced and a number of StoryCode members are participating. The event will take place Saturday April 20, during the Tribeca Film Festival.

Made possible by the support of the [Ford Foundation](#), TFI Interactive (#TFIi) is in its second year and assembles the brightest thinkers and innovators from the worlds of film, media, gaming, technology and society to explore storytelling in the digital age through an all-day forum. The event will take place from 9:30 am – 5pm at the IAC Building and is open to all TFF badge holders and invited guests. It should be a great day.

TFI Interactive Lineup

DIY Days - April 27

DIY Days is a roving gathering for those who create. It is FREE to participants and organized by volunteers – DIY Days is about the accessibility of ideas, resources and networking that can enable creators to fund, create, distribute and sustain.

A number of StoryCode members will be attending and/or presenting and leading various workshops. DIY Days is an amazing free event, not to be missed.

nyc.diydays.com

Games for Change 2013 - June 17 to 19

Dates for the 10th Anniversary [Games for Change Festival](#) have been announced: Monday, June 17, 2013 at 9:00 AM - Wednesday, June 19, 2013 at 6:30 PM (EDT).

Games for Change is a leading global event that brings together funders, NGOs, corporations, government agencies and educators seeking to leverage entertainment and engagement for social good with leading game

developers from the independent and commercial sector. If you've gone before you know how amazing it is. Previous keynote speakers include Former Vice President Al Gore, Supreme Court Justice Sandra Day O'Connor and the U.S. CTO Aneesh Chopra.

They have generously extended a 10% Discount Code for Storycode member. The discount code is: "storycode". [Register before April 1st](#) to receive the early-bird discount of 30%:

[Register here](#)

Upcoming Events

April Forum

Mav Forum

.....
April 23rd, 2013
CUNY School of Journalism

.....
May 28th, 2013
NYU ITP

For April's Forum we welcome back StoryCode member James Carter who will be presenting his immersive multimedia storytelling app: [NY_Hearts](#), Part Two begins April 19th, 2013.

May's Forum will start our Summer run with NYU's ITP who will be generously providing space to host our monthly Forums. More information will be released on [StoryCode.org](#).

Sponsors & Partners

Reach Out

Have of a project you think we should be know about? Drop us a line with a heads up: info@storycode.org.

Are you a member with exciting news? Are you launching a new project or looking to raise funds to start one? [Email us the details](#) and we'll consider inclusion in the monthly newsletter.

Thanks to our awesome community for its continued support.

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