



Immersive Media Dispatch: March 2015

#### Immersive Storytelling:

StoryCode is an open-source, global community for emerging and established cross-platform and immersive storytellers.

## StoryCode News

We are excited to announce that StoryCode's analysis of immersive media audiences has been co-published with [Filmmaker Magazine](#). The report titled "The Promise and Realities of Creating Immersive Media Projects" was based on a survey a number of StoryCode speakers filled out probing audience size and session time for their stories.

The article gives all of us a quantitative basis to talk about immersive media impact, while also pointing out best practices from interviews with leading producers.

Many thanks to those of you who sent out the survey to your speakers and to Mike Knowlton and Michael Epstein, co-authors of the report. Please [share this link](#) with friends/fans/family and anyone who wants to know "what is immersive media and does it really work?"

Lastly, we would like to welcome the newest StoryCode chapter to form, [StoryCode Luxembourg](#).

THE PROMISE AND  
REALITIES OF  
CREATING IMMERSIVE  
MEDIA PROJECTS:  
BEST PRACTICES

#### Upcoming StoryCode Chapter Events:

##### StoryCode Boston

[Hacks and Human Data](#)

April 6, 2015 - 6pm to 7pm

##### StoryCode New York City

[Jake Lee-High / Future Colossal](#)

March 24, 2015 - 7pm to 9pm

## Of Note

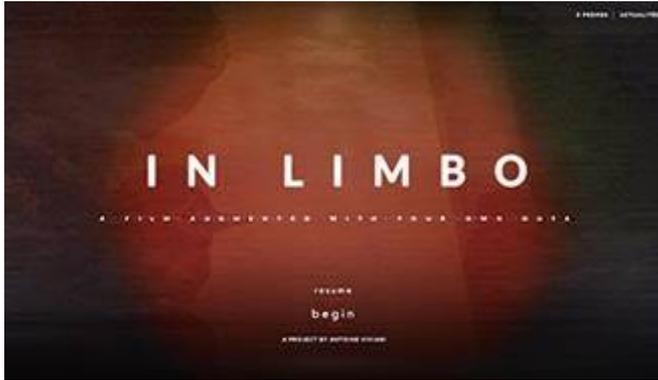


### Stop Telling Women To Smile: Immersive Long Form Journalism

[Stop Telling Women To Smile](#) is an interactive project from [Fusion](#), created by the artist Tatyana Fazlalizadeh, who travelled to Mexico City to create an installation of her acclaimed art project protesting street harassment, [Stop Telling Women to Smile](#). Street harassment, also known as "acoso en las calles," is an enormous problem in Mexico City and the country as a whole, where rates of sexual violence against women are some of the highest in the world.

In the piece, you encounter 76 short stories of the individuals who wanted to speak out about their experiences with street harassment. Additional video and still photographs document the six days Fazlalizadeh and Fusion producers spent in the Mexico City, drawing, printing, posting, and in a few cases, avoiding local law enforcement officers.

<http://interactive.fusion.net/stop-telling-women-to-smile/>



## In Limbo: Interactive Film

**In Limbo**, a co-production between **Providences**, **Arte** and **NFB**, questions what becomes of our individual and collective memories in the digital era, from the point of view of the data itself. When you start **In Limbo**, you are invited to connect a number of your social media accounts. Then your data (texts, pictures, sounds, locations) is integrated into the global data stream in the film. The result adds a very interesting personalization layer to the film's narrative.

At several points, you can pause the story and explore this world on your own, sifting through the memories of this vast global brain. The project features insights from key figures including pioneering computer engineer Gordon Bell, and author, computer scientist, futurist and Google Director of Engineering Ray Kurzweil, along with a wide range of everyday users, who together explore the limbo that is this gigantic pyramid of memory.

<http://inlimbo.tv/en/>



## Taphobos: Interactive Film

**Taphobos** is an "immersive coffin experience". Created out of a 2-day hackathon, **Taphobos** is a gaming experience that puts you in a place no one wants to be; a dark, deep and dingy coffin. You are running out of oxygen and your only hope is someone at the other end of a call, you must guide them to your burial site through voice alone as you find clues dotted around your coffin. **Taphobos** allows you to experience what it would be like if you were buried alive with just a phone call to the outside world.

The game places a user in a real life coffin, utilizes an Oculus Rift, a PC and microphones. One player gets in the coffin with the Rift on, together with a headset and microphone. The other player plays on a PC again with mic and headset, this player will play a first person game where they must work with the buried player to uncover where the coffin is and rescue the trapped player before their oxygen runs out. This experience is powered by the **Unity** engine.

<http://taphobos.com/>



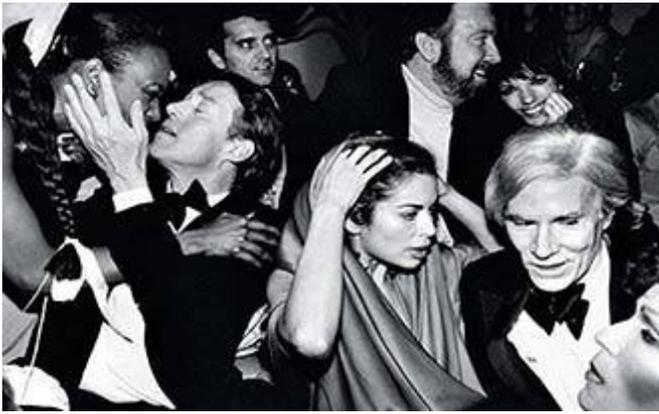
## Inspirit: Narrative Game

**Inspirit** is an interactive VR Story about people and lights. It was created by the team from **Unboring** as an experiment. The piece tells a story that contains a small puzzle for the user to solve in order to move through the experience. They also released an **awesome case study** of the project, which really digs into the process they used to create it.

<http://inspirit.unboring.net/>

## Studio 54 Audio Book Tour: Interactive Publishing

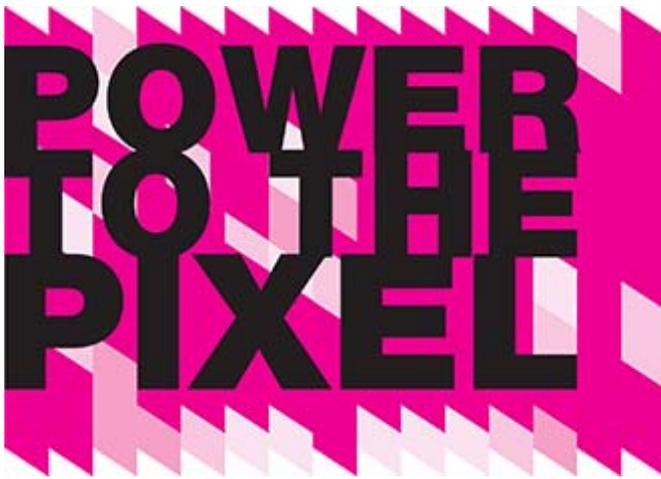
To help promote Tod Papageorge's new photography book documenting his Studio 54 nightclub photography, **All Day Every Day** created a deceptively simple and elegant **audio**



**tour of his favorite shotes.** The piece features images that capture all the glitz and decadence of New York in the late 70s, and then pairs them to audio of Tod speaking at length about his selections. Consider it a guided audio tour of Studio 54.

<http://www.alldayeveryday.com/articles/audio-book-tour-tod-papageorge-flips-through-his-studio-54-book>

## Member Highlights



### Power to the Pixel: The Pixel Lab 2015

With storytelling at its core, **The Pixel Lab** is a great workshop for anyone wanting to strengthen their ability to engage with audiences and utilize emerging technologies, interactivity and cross platform approaches to build their IP and media brand.

The lab is for professionals working in film, broadcast, advertising, art, publishing, games and online. It will equip you with the skills needed to create, finance and distribute stories in today's media climate. Spanning four months, they will select up to 20 producers to attend with a project and 20 media professionals to attend without. The Pixel Lab is open to a producers, commissioners, financiers, distributors, writers, directors, games & interactive designers and artists with a strong track record in their chosen field from any media sector.

Applications close Thursday March 26th 2015.

[More Info Here](#)



### The Hatchery & Tribeca Film Festival - Imagination Talks

The Hatchery & Tribeca Film Festival are proud to announce **Imagination Talks**, a talk series on the reality of imagination to premiere at the Tribeca Film Festival on April 22nd, 2015 in New York City.

Every creative disruption becomes a reality after being nurtured by imagination and persistence. The recipe to a game changing film or company follows a similar path. Attracting 600 plus worldwide participants and influencers, this talk series focuses on brilliant creative minds who are shaping the future of technology; making reality out of their imaginations. We are gathering a collection of stories from the most exciting minds of today who are writing the future of tomorrow.

Speakers include

- Astro Teller - Head GoogleX
- Tim Armstrong - AOL, CEO
- Jeremy Bailenson - Stanford, Virtual Human

- Interaction Lab
- Efi Cohen-Arazi - Rainbow Medical, CEO (nerve implants, blind can see)
- Carl Dietrich - Terrefugia, CEO (flying car)
- George Lucas (day TBA)
- Christopher Nolan (day TBA)

[More Info Here](#)

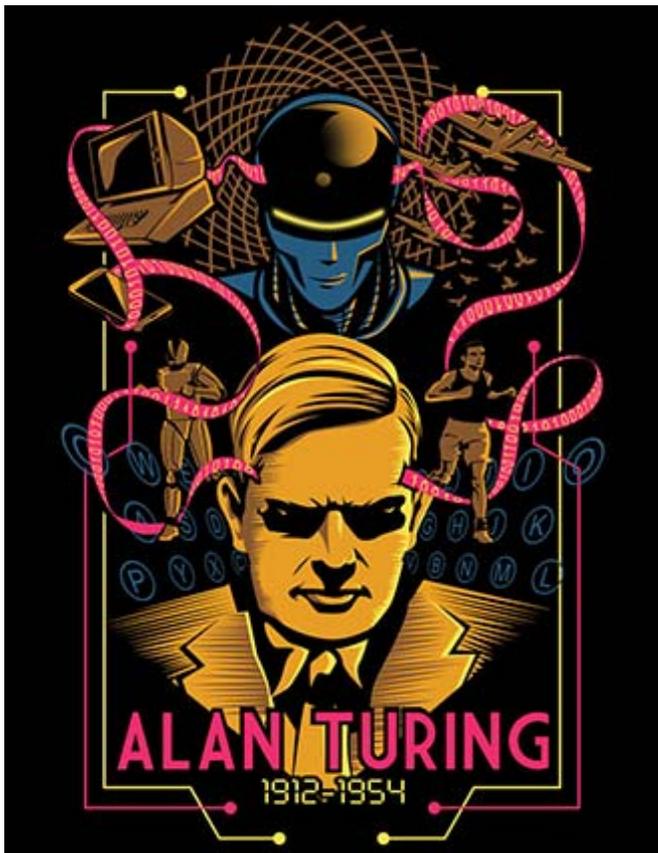


## Games for Change Festival - Register Now

The [Games for Change Festival](#) (April 21-23 & 25) is the largest gaming event in New York City and the leading international event uniting game creators with others who believe in the positive impact of games. [The full schedule is now online](#), with social change superstars like Pulitzer-winner [Nicholas Kristof](#), filmmaker [Morgan Spurlock](#), game makers from [Rovio](#) to [Vlambeer](#) and more, great games to play, and loads of networking opportunities. The [Games & Media Summit](#) will also explore the crossover territory of games and film, and where interactive experiences meet linear media.

The G4C Festival also announced its [Awards nominees](#), which represent the best social impact games of the year. All of these games will be playable at the Festival

[Get 10% off passes with the promotional code 10story. Register today!](#)



## The Age of Turing - Transmedia

[The Age of Turing](#) will be an interactive multi-platform experience telling the story of an expansive alternative universe in which Alan Turing lived to see his old age. While the project itself is not a biopic on Turing, his life and legacy is what inspires the modern day characters to follow mysterious clues and unravel the multiple secrets they face along their way to overcome great dangers and difficulties.

By integrating storytelling with interactive elements like puzzles games of multiple varieties, the creators hope to create a powerful way to not only experience and pay forward his legacy, but also encourage learning in the fields of technology and mathematics, as well as inspire empathy, courage, generosity, and resilience.

The project is executing a crowd funding campaign. Please consider supporting it!

[The Age of Turing on Kickstarter.](#)

## Partners

***murmur***



## Reach Out

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