Legal Name

Georgia Tech Research Corporation

Project Title

"Applied Movement: App Development for Choreography," by Jonah Bokaer, will be a framework consisting of software components that enable groups to participate in a shared movement-based artistic and educational experience by using their mobile phones.

DDCF Grant Number

2013023

Project Progress and Successes

From September 2013 to January 2014 has served as a fruitful "Discovery Phase," through which Bokaer and the team at Georgia Tech have culled a great deal of information to move forward on App Development, and have also created relationships with individuals throughout the community who are interested in various components of App Development and arts awareness.

Overall, since its outset, this project has achieved great successes both planned and unplanned, including Outreach to the Local Atlanta Dance Community, Creative Campus engagement with the Georgia Tech campus population, K-12 Teaching in local Public & Charter Schools, early stage App Planning and development, and major artistic growth.

As well, a number of unexpected and transformational new outcomes have occurred, beyond what was proposed in the original grant: a New Website in formation, a newly commissioned choreography from SCAD Savannah, participation in the Tech Arts Festival of Georgia Tech, and teaching in the Architecture, Digital Media, and other areas of academic focus at Georgia Tech, as well as increased work weeks for dancers associated with Jonah Bokaer's choreography. A numberof free community classes at the Atlanta Ballet, Georgia Tech Office of the Arts, and Drama Tech, and other venues has also added a large degree of good-will in the Atlanta Community, establishing foundations for trust, participation, and demand for further programming. Finally, Jonah Bokaer created a series of choreographic experiments using the social media platform Instagram, which was picked up by the CEO of Instagram, and featured on their blog: Jonah's feed went viral, receiving over 311,000 "likes" within 48 hours. This is a distillation of building audience demand for dance not only in an untraditional manner, but in an unplanned way.

App Development has moved along steadily, and a full proposal for Implementation has been received, by Local Projects (see Addendum A). We have also begun working in and out of the classroom on campus to explore levels of student involvement. Currently we are keeping faculty such as Associate Professor Jason Freeman (School of Music), Common First Year Architecture Professor Ann Gerondelis, and Digital Media professor Michael Nitsche posted of our strategies, as their students have a skill set we seek to engage. Weekly meetings with Senior App Developer Stephen Garrett, a longtime Georgia Tech collaborator (2010-2011) has also occurred.

Alongside the campus community, we have researched other Apps and developed an ideal set of standards for the creation of our model, in comparison with other dance, choreography, and lighting Apps available in the field. The weekly interaction with Senior App Developer Stephen Garrett and local programmer Navin Maharaj has helped us to delineate benchmarks for development. The proposal from Local Projects, a possible interactivity design firm for the overall completion of the App (see Addendum A), has given us a picture of the scale of the project should we decide to use outside developers to help launch the program.

Outreach has consisted of a total of 12 varied events thus far, including master classes for professional dancers, creative campus engagement/mobilization engagement, and greater Atlanta community engagement. Through early outreach, we have also managed to build a list of over 50 partners in the greater Atlanta area for present and future engagement (see Addendum B). All programmatic offerings have been free of cost, to a wide range of constituents between ages 7-60.

MASTER CLASSES: Bokaer has engaged a diverse cross-section of individuals in dance technique classes, somatics, stretching, improvisation, workshops with up to 100 architects encountering movement for the first time, free classes in local movement centers (including free Cunningham master classes) and community movement for mixed levels. Approximately 250 individuals have participated in the scope of classes offered. We believe that the Master Class program is a good relationship-building tool between Bokaer and the greater Atlanta and Georgia Tech communities; we have received many responses and interest from students and faculty for upcoming classes. Most recently, students traveled from other cities (Athens, GA) in order to attend the classes, indicating an increase in audience demand for these services.

CREATIVE CAMPUS ENGAGEMENT & MOBILIZATION: Over the course of his residence, Bokaer has worked to engage the varying niche groups and populations on campus in discussions, experiences, and workshops with movement and technology, as well as the development of the App.
We have reached out to the overall Campus community by programming several Convening Discussions with open Q&A sessions, facilitated by faculty, as well as the center for Graphic Visualization and Usability (GVU), an on-campus association that serves as a think-tank for the diverse interests of the massive campus.

Bokaer has also gone into the classes of Clint Zeigler ("Wearable Product Design Studio"), Ann Gerondelis (First Year Architecture), and Michael Nitsche ("Prototyping Digital Media and Craft"), working directly with students in the application of technology. This led directly to a workshop with100 architects, many engaging in movement for the first time; followup is scheduled for this Spring 2014. The workshop with Michael Nitsche's class was perhaps most intensive: involving a semester-long protoyping process, customized to Bokaer's choreography, which led to the development of 2 digital media craft products: one exploring gaming, father-child movement relationships, and a digital "ball" which produced sound, and another exploring wearable technology which would "project" memories, as well as sound, images, and narrative -- all conducted by touch.

These in-depth interactions have served as art-mission fulfillment as well. For instance, Bokaer was able to visit Nitsche's class a total of 4 times with his dancers (including for a final project critique), and was engaged as a prototypical "client" for the student projects. Students developed usable technology to possibly be used for Bokaer's December premiere, OCCUPANT, during Art | Basel Miami Beach. Through campus outreach, Bokaer has also connected with the Keith Edwards, Director of GVU; Dr. Jay Bolter, a specialist in

Augmented Reality; and a group of students and professors ideal for collaboration on the App. The GVU Center and their team boast expertise in animation, robotics, augmented reality and more -- all central elements to potential App Development. Additional groups reached have included the Georgia Tech Marching Band of 314 student performers, and the Campus Colorguard, which once the heart of their activities happen in February, will serve as an interesting case study for large group movement in regards to App Development.

GREATER ATLANTA COMMUNITY ENGAGEMENT: Our efforts have reached the populations that were originally proposed, executing classes and movement workshops at K-5 (soon to be K-8) Centennial Place Elementary School - which is planning to transition from a STEM to STEAM structure in the near future -- aligning perfectly with original objectives planned in the grant.
Free classes conducted at the Atlanta Ballet have also boosted our profile in the local community. In general, the Greater Atlanta engagement has proven quite fruitful, in large part thanks to local Residency/Outreach Coordinator Jennifer Kimball, as it has yielded crossover to awareness, enthusiasm, a diversity of contacts, and eventual feedback for the App Development. For instance, CPE has expressed an interest in being involved in App Development with its K-5 population, and has offered to be used as a test crowd. This is an excellent opportunity for Bokaer to engage in community outreach, and build meaningful and long-term relationships with faculty and students at partner organizations. This yields additional reach and engagement for the Georgia Tech, as well.

Overall, we have achieved meaningful landmarks in Local Outreach to the dance community, Creative Campus Engagement of the student population, and preliminary App Development, with the added benefit of artistic growth for Bokaer and his dancers, who are benefiting significantly from on-stage rehearsal time at the Georgia Tech Office of the Arts, and local engagement provided during their focused weeks in rehearsal on campus. (The company's per diem rates have also been boosted, for the first time in 7 years, an added benefit to dancers). Dancers engaged for the current residency with Jonah Bokaer have included: Tal Adler-Arieli (U.S. / Israel), Maximilian Cappelli-King (U.S.), David Norsworthy (U.S. / Canada), Lilja Rúriksdóttir (U.S. / Iceland), which has offered fascinating interaction with the local Atlanta dance community.

Thanks to this broad scope of outreach and time, we are encouraged to have achieved so much thus far, and even more pleased to celebrate the potential that we continue to cultivate within this triple objective for building audience demand.

Challenges / Obstacles / Failures Encountered in the Project

Overall, with a staggered residency period, much of the challenge has been in scheduling. Bokaer has an increasingly demanding international touring schedule, and planning residency activities around that, in an integrated manner, as well as during the school calendar has proven to be one challenge. Finding concurrent weeks for Bokaer -- an ultimate goal for ease of relationship development and consistency -- has also presented difficulties, though beginning in January 2014, scheduling has become easier: we began the year with monthly return visits, and adjacent visits.

Campus engagement, while qualitatively fruitful, has encountered difficulties as well, due to the volume of activities for an unusually busy student body on campus. One Brown Bag lunch meeting has been unattended, and community master classes have often received many more RSVPs than attendees (ex. The 10/28 workshop had 10 pre-registered versus 6 attendees). This is a standard challenge for such a diverse campus primarily geared towards engineering, and the Georgia Tech team is now actively tracking the scope of student body activities during residency weeks, so that there is successful coordination

between schedules.

Regarding App Development, while the response to the creative stages has been overwhelmingly positive, the creation of a team to develop the App is not a challenge per se, but does present potential obstacles for the months ahead. The scope of the project being as large as it is, we have begun working locally with Stephen Garrett and Navin Maharaj to plan the project, and are examining the possibility working with NYC interactivity firm Local Projects as well, though the latter option will require additional fundraising.

What was learned from these that might be of benefit to others?
As aforementioned in regards to campus engagement, we are working on announcing and publicizing residency activities sooner via social media outlets (which has grown in Atlanta followers, as well). Again, we want to be aware of GT's schedule, so to maximize the amount of attendees.

In general we have aimed to be incredibly clear with our engagement outreach managed by Jennifer Kimball, announcing the long-term residency to the overall Georgia Tech community through an all-campus posting that laid out the potential benefits to all seeking to be involved:

"Over the next two years, Jonah is interested in working with students interested or experienced in app development, crowd management, digital and live interactive media. The focus of students' involvement will be app development, evaluation, crowd management analysis, server integration, beta and coding and involvement will primarily occur in early 2014 with some orientation this fall.
Participating students will gain production experience at A level, professional experience, design protocols, performance experience, media exposure, national exposure through the Doris Duke Charitable Foundation, and tie-in with cultural creation in their campus." (See Addendum C, email promotions by the Georgia Tech Office of the Arts.)

We believe that this clarity of communication can be achieved in all forms of outreach, as it has proven successful for us thus far. The Georgia Tech community continues to respond with interest in, if not always availability for, participation.

Links to relevant website(s) and/or project publications, reports, etc.
In one of our Brown Bag Community meetings, Bokaer and the community generated a list of App's similar to the one we are envisioning. They are listed below:

1) String of Light: http://stringoflight.com/
2) PulseART: http://vimeo.com/18955022
3) Fluid Automata Version 1.1: http://www.fluidautomata.com/
4) Encore Atlanta Magazine's interactive app:

http://encoreatlanta.com/lifestyle/2012/augmented-reality-comes-to-encoreatlanta.html#.Ut1pSt30BPN

5) Instagram Dances by Jonah Bokaer (viral international response: 311,000 "likes"):

http://blog.instagram.com/post/65268378676/frozen-dance-with-jonah-bokaer-since

6) Fall 2013 Press Release, by Ellen Jacobs Associates:

http://www.ejassociates.org/press_releases/premieres-debuts-and-digital-explorations/

7) Below (and Addendum A) is a link to Local Projects, a possibly for App Production:

https://www.evernote.com/shard/s299/share/4e36-s299/res/24a25eb7-d32d-42ac-800d-143e7c6cd577/LocalProjects_072213_JonahBokaer.pdf

If someone wishes to speak with your organization further about your project, would there be a willing contact? Y/N
If yes, please provide contact name and information for preferred method of contact (email, phone, etc).
Yes, Jennifer Kimball and Dedra Gillett would be available from Georgia Tech's perspective; and Jonah Bokaer, Kelly McKaig, and Kaitlin Hines would be available from Jonah's choreographic perspective.