

## 1/2 **Branching**

Involving the audience in the play, by letting it choose from multiple story variations.



### Solution

As audiences become more demanding and want theatrical experiences that they feel directly related to, the idea of giving them the power to change the course of the story would make them feel that their presence really makes the difference and give them an amazing unique experience.

Using their own devices (smartphones, tablets) the public will be able to connect to a wi-fi network during the show. Once connected, the device will be prompted a notification, and the spectator will be able to choose between two options, during a small break.

The option that gets most of the votes will be chosen, and the play continued accordingly.

Theater Inter-Action!

2/2

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Creative's profile



**Architempo** PRO

Architect and Product Designer

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Packaging Design,  
Communication Concept