

Gigzine

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Gigzine augments audience interaction at your event or venue.

Gigzine is a, wifi and internet based, interactive media channel that is only available within a controlled physical area. It allows venues, events, artists or bands to seamlessly provide media to visitors' mobile devices; the audience simply join the local Gigzine wifi and try to go to their normal browser home page ... the Gigzine portal then takes over.

Additional elements to the core Gigzine system enable audience interaction, allowing them to directly influence the event in some way, or for you to gather feedback data for example.

Audience members accessing the Gigzine channel via the free Gigzine App are able to download and save media pages onto their phones to take away.

Audience interaction:-

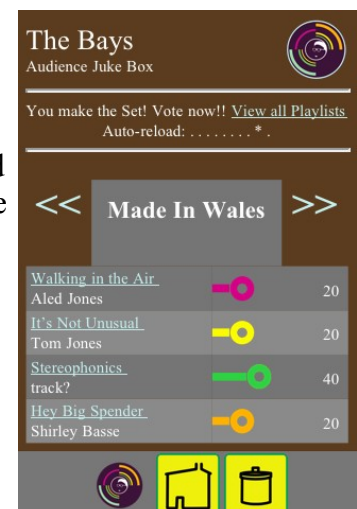
What do you want the audience to do? Here are three case studies to give you ideas.

PRSformusic Foundation New Music Plus Symposium: Creative Partnerships in the Arts:

A symposium for 150 people at Tate Liverpool; a Gigzine channel was used to provide information and movies about the Creative Producers presenting at the symposium. Polls were run alongside this asking people to vote on issues raised over the day; a comments section encouraged feedback and discussion. We allocated a specific Gigzine staff member to the role of micro-blogging through this section to encourage discussion (future developments could link this and Twitter feed).

Gigzine launch event at The Band On The Wall, Manchester.

We commissioned the Bays (thebays.com) to create an interactive improvisation based around the notion of a jukebox. The audience could vote within a framework with 12 playlists of 4 tracks each, playlists were themed conceptually (e.g. "Bankers Bonus" or "Seventies Saturnalia") and by tempo. The Bays chose which playlist to use but then used the highest voted track as the basis of their improvisation, band members viewed onstage screens to monitor the voting and to select playlists. An overhead projection kept the audience informed as to what was happening.



A Gigzine add-on, called AudienceVJ, ran alongside the performance; allowing attendees to develop animation loops that were synchronised to the music. We emailed the audience as they bought gig tickets explaining about the event and detailing the playlist titles. We also encouraged them to email us images that could be used in the performance in response to these (we had several hundred sent to us!).

AudienceVJ itself comprises of a two channel animation system and dedicated server software, each animation is made up of an 8 image loop that was synchronised to Andy Gangadeen 's (The Bays drummer) actions. Audience members were able to select images from playlist-linked image banks and submit them live to the audienceVJ server for display.

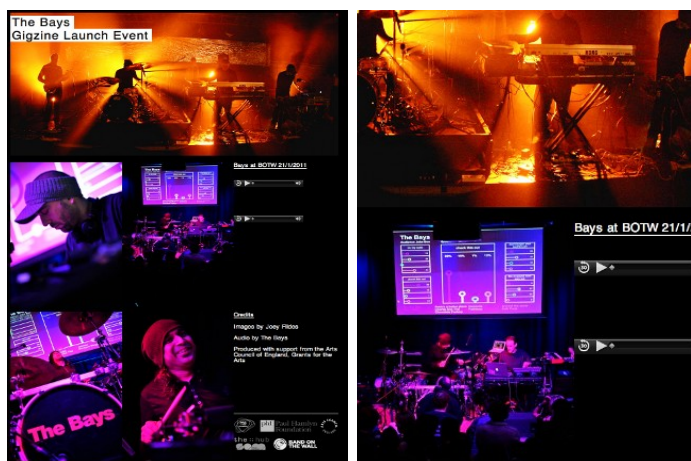
5 Gigzine media pages were made available at different points throughout the evening. 2 on arrival that presented the Bays as a band and the commissioned performance, 2 with live recordings taken during the event and finally a live review written on the night. (See movie on www.gigzine.mobi for more information).

Whitworth Art Gallery.

The Whitworth Art Gallery, Manchester, are creating a new digital strategy for audience engagement within the gallery space and are using Gigzine as a basis for a rapidly deployable bottom up design process. Working as part of Gigzine's Paul Hamlyn Foundation development award the education staff at the Gallery provided a structure of workshops for adults exploring the then Hogarth to Hockney exhibition. The participants created a Gigzine site that was their reaction and research stemming from the exhibition.

Following the success of this trial the Gallery have since commissioned three more projects; a series of interactive visual and sound pieces that explore their current textiles exhibition, a new site that explores their next main Gallery exhibition and an interactive music and visual event to be held in the gallery.

Tap and Zoom media pages:-



Gigzine media pages are laid out in a magazine format that meshes with the way we engage with print and the innovative touch screen; as pages open “zoomed out” viewers effectively get an immediate overview of the page's information and they then tap and zoom into specific media elements. A Gigzine media page can include imagery, text, sound or movies, making it perfect for any event.

You create and edit Gigzine pages simply and quickly via a template based content management system.

What do other people use Gigzine for?

- The Gigzine system at the Band On The Wall, where it is being used as a digital flier system and a playground for our ideas.
- FutureEverything 2012 used Gigzine as a digital brochure at their Handmade Conference at the Victoria Baths, over 80 stall holders where each given a page for images, text and multi-media; the system also provided local information and collected comments.
- Octopus Collective have commissioned Gigzine to run a series of mobile systems for the Full Of Noise Festival 2013 and to create an interactive Sound Garden for Barrow Park.
- The 1000 (music, dj group) want to explore the use of Genetic Algorithms and audience interaction to evolve a piece of music. They aim to use Gigzine to allow the audience to vote on which elements of the piece at a survive from one performance to subsequent ones.

Gigzine branding:-

Where as the GZ logo will always appear as the Application's icon, you can brand the media pages as you wish, plus you choose an icon that is associated with any downloaded media you provide.

Bespoke system:-

Of course we can make you a dedicated branded system that is only for you and your media, this can link to your in venue server and to a dedicated central section on the Gigzine server.

Gigzine technical:-

The in venue system comprises of a business level wifi router (up to concurrent 200 users) and powerful dedicated server complete with Gigzine content management system and portal. The network can easily be expanded in range and user capacity.

Gigzine Ltd also maintain a central server that is available on the wider Internet. It is possible to post content there as well, to reach users away from your venue.

The Gigzine App (currently IOS with Android under development) is free to download and can access any Gigzine server it can locate. Down load it now as there are several free Gigzine media pages about the Bays available for you to download from the central Gigzine server.

Gigzine opportunities:-

Get in touch if you have a project you'd like to have augmented or you would like a demonstration....

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Gigzine grew through a creative partnership at the Band On The Wall, Manchester; supported by New Music Plus, a PRSformusic Foundation supported professional development programme administered by the Hub. Recent projects have been supported by The Paul Hamlyn Foundation.

