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"Who Are You" by DeepBlue Orchestra - Artistic Producer of Show.
[Performance]

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<http://www.deepblue.net.au>

Performance for DeepBlue's 2012 show "Who Are You". Prof Andy Arthurs

Connecting to audiences is the hallmark of good artists' work and is an affective commercial strategy. Traditional ways to achieve this is by listening to the responses through applause and questionnaires. DeepBlue took this to a new level of sophistication in this show through their interactive app asking "Who Are You" to get data in real time. This has fed into the ARC Linkage LP0989403 "Remote Musical Interactions".

There were two principal ways of achieving community engagement:

1. R&D of "ESP" mobile webapp using QUT Yodel software. Audiences could respond anonymously during the show to questions, were able to rate each piece and indeed write their own review at the end. This data was analysed and distributed to all audience members to create a digital community around each show.
2. Extending the community program and involving young kids in workshops and also the show itself.

Awarded Federal Government "Playing Australia" grant (\$245,000).
Performed about 40 times in various forms so far in Australia, India and Vietnam.

1. ESP has elicited a very high response rate. (10,000 responses, 1 every 2 seconds at the Brisbane Powerhouse).
2. People have now started their own groups (5) around Australia using DeepBlue's unique approach. Also ChoralBlue (engaging choirs in the show) stimulated attendances across Australia.

Relevant references:

Bowen, F., Newenham-Kahindi, A., & Herremans, I. (2010). When suits meet roots: The antecedents and consequences of community engagement strategy. *Journal of Business Ethics*, 95(2), 297-318.

Guetzkow, J. (2002). *How the Arts Impact Communities*:. Paper presented at the Taking the Measure of Culture Conference, Princeton University.

211 words - 1430 characters without refs

267 words total - 1743 characters total