



RT @yourplace

Collecting your audience's artistic response as social videocast!

The idea

Audience members, staff, associate artists and other stakeholders are invited to record their very own creative response to your event, venue or cultural project.

Led by the speedy Cenatus production team, a large number of short video clips are filmed during one day/evening. These are made available online almost immediately.

The uploaded material is publicised with mobile social network tools, making sharing possible for participants even whilst still at the event. For you as event organiser/venue operator RT @yourplace results in an extensive collection of audience videocasts through user-led creative documentation.

The first audience videocast was produced at Shunt 18-21 March 2009. The resulting "Farewell Collection" is available at <http://cenatus.org/videocast> and is showcased as installation at Shunt from 24-27 June 2009.

Making it happen

Cenatus provides an experienced team of video technicians, presenters and digital wizards. Within an afternoon they transform any given room/tent into a video production studio.

Throughout your event, the production team prepares and records your audience, artists or members of staff. As soon as a recording is in the box, it is edited into a short video clip and uploaded on the internet.

Each clip is typically around 1 minute long and is promoted instantly to your audiences with social network tools. The featured individuals are being encouraged to share the videocast with their friends.

Outcomes

RT @yourplace gives your audiences the chance to feedback, allowing them to become active stakeholder in your projects.

In partnership with your audiences, artists or staff we build an extensive collection of short video clips. You can use these clips to serve as a vital tool for your evaluation.

RT @yourplace engages via digital social networks. Particularly during longer events (festivals) these are used as viral marketing tools, with featured audiences sharing content with mobile devices.

It is possible to include RT @yourplace in your existing education programme - we are happy to discuss further opportunities with you.

Enough marketing blurb! RT @yourplace is a fun and creative project which is not only a handy tool for you, it is an interactive video installation mapping the social fabric of your event. Please be aware that Cenatus keeps full editorial control of all video content.

Further information

The audience videocast project RT @yourplace is a Cenatus project produced by Matt Spendlove and Andi Studer.

Cenatus - <http://cenatus.org>

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