

CASE STUDY:

Scottish Ballet, working with GSA's Digital Design Studio

Background

Scottish Ballet is Scotland's national dance company, producing world-class dance and learning opportunities designed to engage diverse audiences nationally and internationally. The company does this through presenting modern work and unique interpretations of the classics, making them relevant to audiences today.

Challenge

Given the speed of innovation in digital technologies it can be difficult for arts companies to identify and exploit opportunities, yet this is vital if they are to continue to reach new audiences and widen participation. Scottish Ballet worked with GSA's Digital Design Studio to explore how digital technology could be used in conjunction with choreography to provide new insights and perspectives on dance for both the company and its audiences.

Project

Using state-of-the-art motion capture cameras, the Digital Design Studio shot footage of two Scottish Ballet dancers as they performed a short choreographed sequence. They then visualized this data as a 'vapour trail' in an HD film of the performance, allowing viewers to fully appreciate the complexity and grace of the dancers' movement.



Results

Although only a pilot project to test capabilities, the HD film was used as a trailer for Scottish Ballet's programme as part of the 2013 Edinburgh International Festival, helping to attract and engage new audiences to their performances. Another collaboration with the Digital Design Studio is now underway.

To find out how your organisation could benefit from working with GSA, contact our Knowledge Exchange team on 0141 566 1483 / 1111.
www.gsa.ac.uk/research/working-with-gsa