

Digital project to encourage the public to P(AR)take in contemporary dance



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Jeannette Ginslov, academic, dancer and choreographer, has launched an innovative new project that is at once an augmented reality and digital archive of contemporary dance. The project, entitled P(AR)take, forms part of the 40th National Arts Festival in Grahamstown, South Africa and is the first of its kind in the country.

P(AR)take features 10 videos of dance performances between 1984 and 2013 and **encourages active participants and spectators of dance through the incorporation of a smartphone app, which is used to view the dances.**

Participants download the augmented reality app, Aurasma on their phones and when they hold their phone up to a trigger, (in this case a piece of card showing particular printed text and images), one of the dance videos loads to their smartphones.



The app allows users to explore contemporary dance in South Africa and access more detailed information about the political context during which each piece was produced.

Ginslov says that the project aims to **explore a novel choreographic structure, curating the content in such a way that the**

audience becomes part of the media and not just a passive consumer?.

P(AR)take is a firm example of how new technology and media can be used to achieve a more dynamic and interactive engagement with arts and performing arts.

(Photos: memeburn.com, <https://www.nationalartsfestival.co.za>)

More information: <http://memeburn.com/2014/07/tech-meets-art-how-ar-apps-can-create-a-digital-dance-archive/>

Video on Youtube: <https://www.youtube.com/watch?v=Qv1aUQw1GpE>