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



Article by Lucia Ruggiero



**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