

## **Sustainable Innovation 2023**

*Accelerating Sustainability in the Creative Economy and Creative Industries*

24th International Conference

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Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK

### **Immersive Reflection on Future Living.**

#### **R Deepres, évY Dutheil**

This project is at the heart of creative economy and industries. It creates a unique debate form on a current topic and challenges a questionable future living ideology to empower people to think in new ways based on sensory as well as academic considerations.

The project is a visual creative reflection and expression of a current / future based on Margaret Atwood's trilogy of MaddAddam. This has been commissioned by the National Ballet of Canada to deliver an experimental immersive dance performance piece. The interdisciplinary collaboration team, from video maker, set designer, dramaturg, 3d animation, sound, architect, eco-designer and writer, lead by choreographer Wayne McGregor in order to create a unique body of work. This in order to challenge audiences understanding of the world around them.

The visual research is about identifying companies and institutions at the fore front of sustainable and technological change through collaboration. An original representing of what is happening now in our current world and emphasise where we are heading influenced by impacts of climate change, societal behaviour and abuses of power. An apocalyptic vision of the future being played out now which could create a poor ecosystem without sustainability at its foundation. Questioning themes mass media conditioning, normalisation of acts of atrocity, mass-consumption, surveillance, automated system, voice depletion, genetic mutation, scarcity of land and food or sustainability washing.

The distinctive visual environment is created through exploring contemporary ways of living in symbiosis with urban living. Producing food in unique and unusual location such as Ryerson roof tops, a urban farm which values diversity of culture and origin, tradition in farming and culture in Canadas or artificial environment such as recreating farms in a container in an arid or remoted area, through hydroponic systems such as the CSNC in Churchill MT. These are two avenue of tackling living scenarios, and embracing future.

Capturing this through the use of mediums such as unique ways of representing our urban and natural landscapes through specialised film and photographic techniques cutting edge 3d visual approaches to recreate and navigate inside our environments as an immersion into our potential extinction. This should strongly resonate with the audience as powerful tool of change. The experience aim to stimulate several senses and activates memory of the spectator to be a catalyst of positive action.

These themes are not delivered through traditional academic forms, but delivered through a multi-layered discipline output involving art design and performance. Research and questioning themes are aim to be absorbed in different more sensory form, and be accessible to much wider audiences.