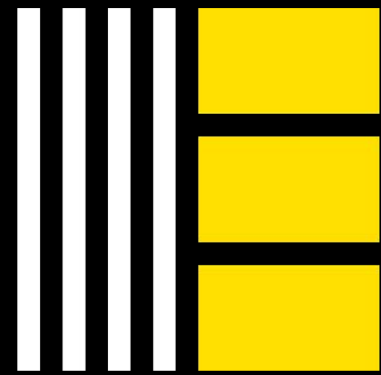
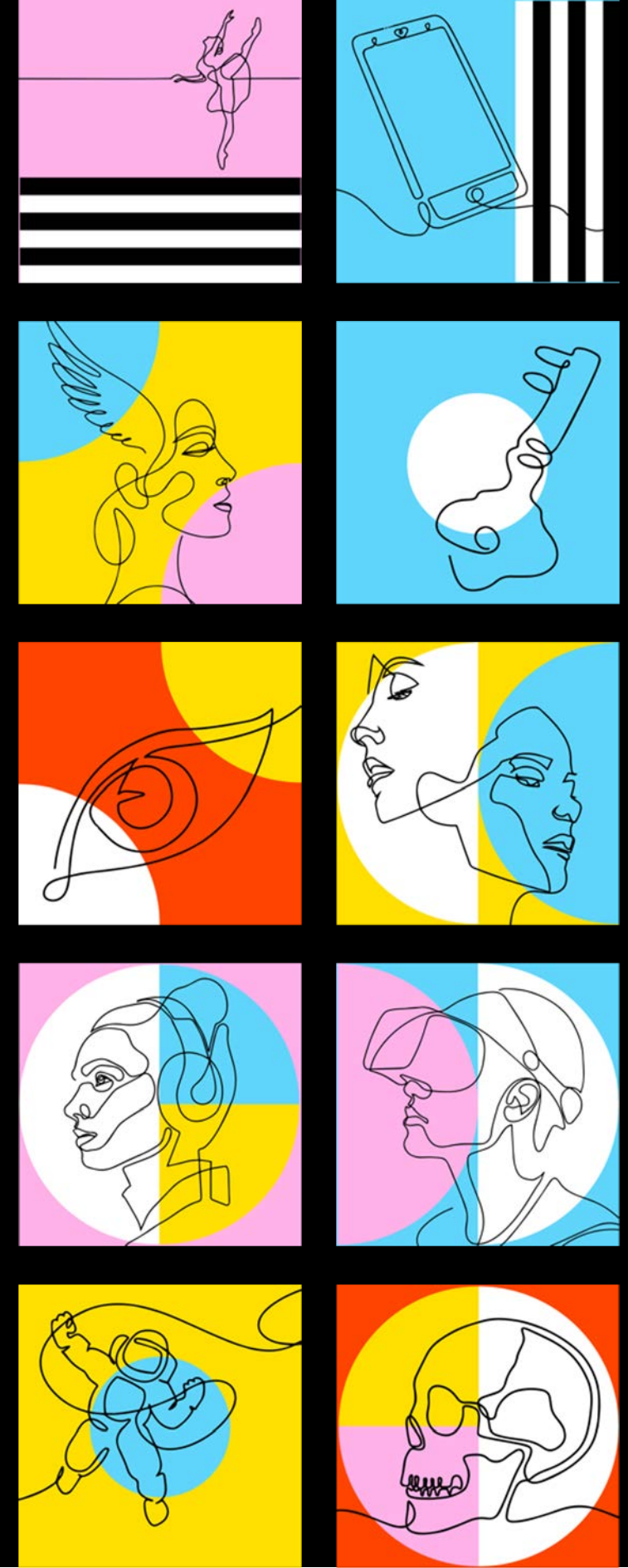


The logo consists of five vertical white lines of varying heights on the left, followed by three stacked yellow squares on the right.

Immersive Experience Network

an **empirically responsible,**
dialogical approach to
Building a **Collaborative**
Creative Community'

Dr Joanna Bucknall , The University of Birmingham



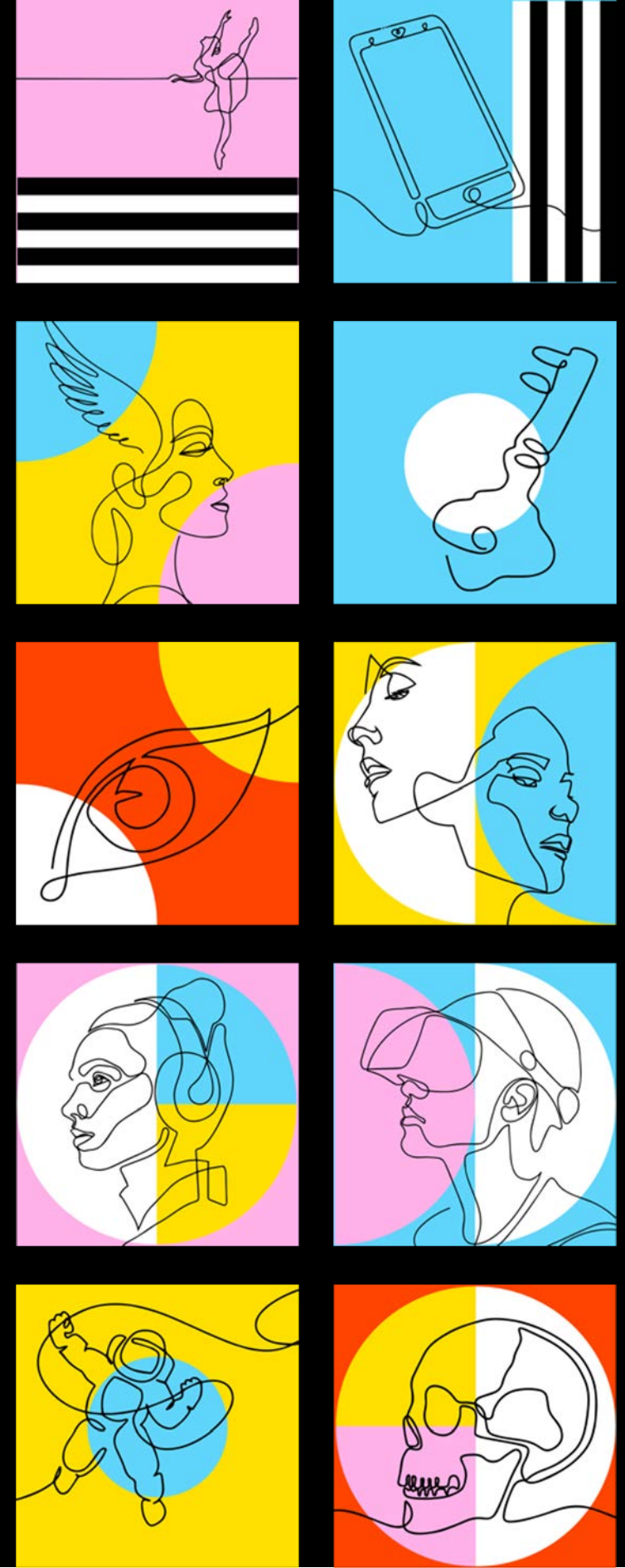
Immersive is the zeitgeist of our times and is a moniker used to **describe everything** from colonoscopies to cars.

Within a context of such **diffused cultural** usage and marketing white noise how can **one identify** or articulate immersive experience as a discreet cultural sector?

IEN is a network that unites clusters of creative communities from across various immersive experience disciplines that has already begun to establish live/location-based experience, (LIE) as a discreet cultural sphere.

IEN has united the previously dispersed LIE creative communities, businesses, associated services, producers, venues, funders and investors as a visible and credible CCI sector.

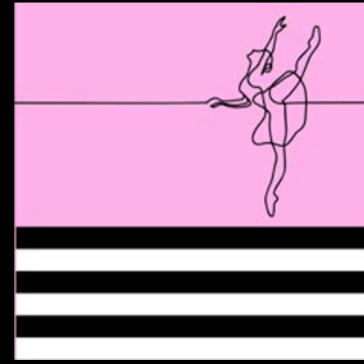
Live/location-based **immersive experience** design is everything from escape rooms to zombie farms, to theatrical encounters, such as Punchdrunk and Secret Cinema through to augmented **reality games** such as Pokémon Go to IP activations like the BBC's The Real Peaky Blinders, Immersive Everywhere' Paddington Bear experience and **Swamp Motel's** Stranger Things.



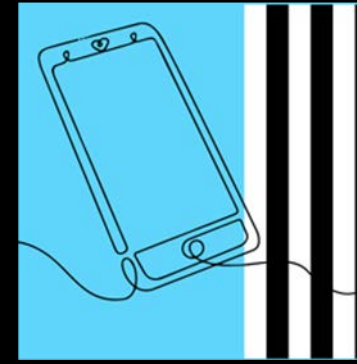
The Live/Location-based Immersive Experience Sector (LIE)

We represent types of **live experience** based on research-based distinctions of different immersive genres.

What unifies all of these genres is that the **audience are a participant** in the experience, allowing them to **shape their own journey** or **become a part of the story**.



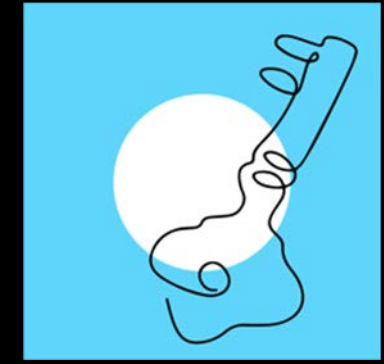
Immersive &
Interactive
Theatre



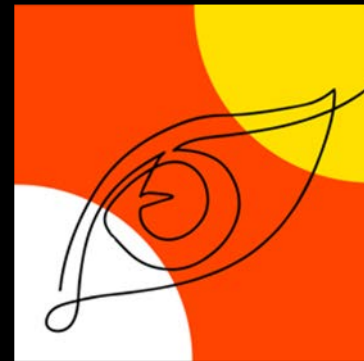
Transmedia
Experiences



Live Action
Role
Play (LARP)



Escape
Rooms



Experiential
Art



Alternate
Reality Games



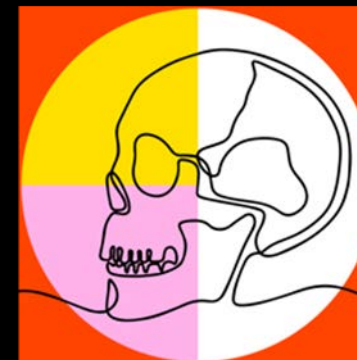
Immersive
Audio



Location
Based
VR & AR



Themed
Attractions



Scare
Attractions

Food

Heritage

I am going to begin with **WHY** the IEN founders undertook this ambitious project and then move on to discuss **HOW** we have been able to establish an emerging CCI sector.



The Problem(s)

Building the Live/Location-based Immersive Experience (LIE) Sector

Opportunity

Insight

Knowledge Exchange

Serving

LIE Creative Practitioners

LIE Investors & Funders

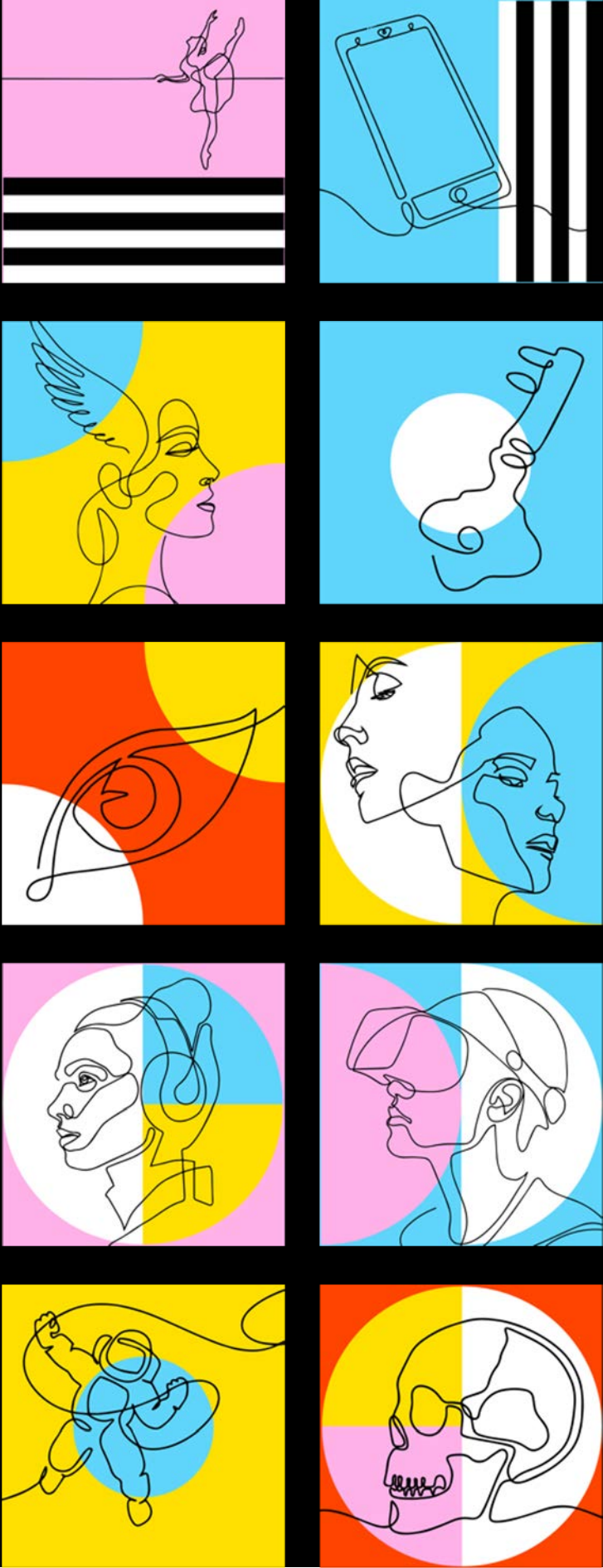
LIE Producers & Employers

LIE Associated Services

LIE Audiences



Building a collaborative creative community



Positionality

Dr Joanna Bucknall



UNIVERSITY OF
BIRMINGHAM



Members of the IEN Founding Team



Owen Kingston
Creative Director
Parabolic Theatre



Sheena Patel
Director and Creative Producer
YonderBeyond, Time Run



Andy Barnes
Director
Entourage Live



Nicole Jacobus
Project Manager

Core Strategies for Building a **Collaborative Creative** Community

Events Programme

Industry Research

Resource Library

Membership Platform



How have we built the community?

Immersive Summit May 2022

Creator's Huddles

Design Symposium 2023

Masters Salons Series

How have we built the community?

£28,000 ACE Grant (Dec 2023–April 2024)

Resource Library

LIE Hero Articles

LIE Podcast Series

LIE Digital Documentation

How have we built the community?

IENgine will be a hybrid between spotlight and LinkedIn

Membership Platform

£62,500 ARC Accelerate Grant



Dialogical Exchange

Market Research

Community Consultation

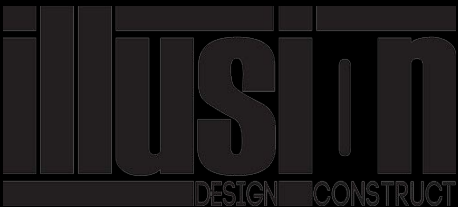
Lobbying & Advocacy



Building a collaborative creative community



MANCE
COMMS.



CLOCKWORK DOG



Questions?



Building a collaborative creative community