

## **PRESS RELEASE**

Come and witness a world-first performance of Textterritory v.2.3

May 6<sup>th</sup> 2003 at The Robin Howard Theatre  
17 Dukes Rd, Euston, London 8pm

### **Let your Mobile Phone Ring In The Theatre**

**A new experience where what you think and *feel* really counts.**

Textterritory v.2.3 marks a new phase of interactive performance, with artist and audience linked together through the medium of text messaging, to create a unique artistic experience.

Textterritory is landmark dance theatre piece created by dancer Sheron Wray. By using text messaging, the audience become intimately involved in shaping the development of the action on stage, both as a collective voice and as individuals. It is the first manifestation of AIM<sup>®</sup> Audience Interactive Media. The project was commissioned by Future Physical, being one of 10 awards appointed out of 500 applicants worldwide.

As the story of Grace evolves, and she agonises about where here relationship with the elusive J might be headed, she seeks help and advice from the audience. The 'smart' audience are invited to respond to Grace's cries for help, first with practical advice about how to prepare for her date, then in more subtle ways as she seeks to work through her emotional turmoil. The audience find themselves drawn into the performance in surprising ways, breaking down the conventional divide between audience and performance thus challenging the precepts of the custodians of the theatre.

Textterritory is conceived, developed and performed by Sheron Wray; created in collaboration with Fleeta Siegel and Texploitation Produced by Plan B, supported by PD3. This performance is presented in association with BigTime<sup>®</sup>. Sheron is a Fellow of NESTA (National Endowment for Science, Technology and the Arts). Texting, or SMS, is a worldwide phenomenon which has been adopted by young users as their preferred communications method of choice, together with "txtspk" – a language developed especially to take advantage of text messaging. Over 1.5 billion texts are now sent every month in the UK alone.

For more information contact:

- Sheron Wray: [speaklow@sheronwray.com](mailto:speaklow@sheronwray.com) 07973 320 747 fax 0208 902 9069. [www.textterritory.com](http://www.textterritory.com)
- Fleeta Siegel, [fleeta@sens.eu.com](mailto:fleeta@sens.eu.com)
- Textploitation: [www.Textploitation.com](http://www.Textploitation.com)

Sheron Wray, Fleeta Siegel and Chris Hayward are available for interviews.

Notes for Editors

### **Sheron Wray**

#### **DANCE ARCHITECT**

Choreographer/ Teacher / Dancer

Sheron's first choreography *It Be Glory* was for the '**National Youth Dance Company**' in 1986. In 1988 she joined the world renowned 'London Contemporary Dance Theatre' following this in 1994 she joined 'Rambert Dance Company' directed by Christopher Bruce. In the summer of 1992 *JazzXchange Music and Dance Company* was formed. ([www.jazzxchange.co.uk](http://www.jazzxchange.co.uk)) In 1992 the solo *Harmonica Breakdown* choreographed by Jane Dudley was filmed and screened as part of the Summer Dance series on BBC2.

Her own solo film *Special Request* capturing her versatile approach and knowledge; embracing Tap, Contemporary, African, Hip Hop and Ballet was filmed on location in New York, the film continues to be in demand to be screened internationally, and most recently it was screened in Japan and South Africa, currently it is being developed into educational CD- Rom.

Since 1996 Sheron has been a **principal Examiner** for Dance Arts International. In 1997 she worked extensively with the **London Musici Orchestra** choreographing *Miracles the Youth Rock Opera*, composed by Paul Gladstone Reid for the Duke of Edinburgh Award. In 1998 she was commissioned by the South Bank and created 'Bare Hands Broad Feet' with **Julian Joseph**, following this she made a guest appearance on his TV series for Meridian TV.

In 1999 for the Millennium celebrations Sheron was commissioned to choreograph the Carnival for the **Opening Ceremony at the Dome**. This was created for 300 people, many of whom experienced their first formal performance. In 2000 Sheron became one of the first Artists in residence at the **Royal Opera House**. For this season she created **L.I.V.E** in collaboration with **composer/trumpeter Byron Wallen**.

Internationally Sheron has worked with **the New York** contemporary music group **TONK** appearing in New York and Amsterdam. In 2000 a work for **Tumbuka Dance Company** in Harare, Zimbabwe. In the Philippines she was the guest of honour of the

Filipino National Commission on Culture and Arts at their 10th National Dance Conference, the focus was on Jazz technique. In 2001 she returned to Cuba and recreated **'Rhythm in Time' for Danza Libre**. She has recently completed her Masters' Degree in Performing Arts, in which she has developed and documented her specific dance and music improvisational processes, which when applied develop the dancers ability to relate specifically to the improvising musician. Sheron's innovation has been recognised and supported by the National Endowment for Science Technology and the Arts (NESTA), granting her a three-year research fellowship.

In 2003 She created as a Dance Architect "Lucky for Some" for **Trumpet supremo Wynton Marsalis and the Lincoln Centre Jazz Orchestra**, it was performed on the Barbican Concert Stage January 27<sup>th</sup> 2002.

### **Fleeta Siegel** -Digital Artist

Since 1999 Fleeta has been teaching and creating with New media at various London institutions (WAC performing Arts and Media College, London Print Studio, SpacePlace Studios) on a range of subjects computer game design, Web design, CD ROM authoring, Photoshop, Quick Time Virtual Reality WAP. Fleeta has also lectured on the use of computer games for the Eastern Foreign Agency and at the University of Westminster.

### **Textploitation**

Textploitation develops products and services that enable its customers, both consumers and businesses, to make innovative use of text messaging. It designs and develops the solutions, provides consultancy and runs the application. Managing Director Chris Hayward set up the company in April 2001 in recognition of a gap in the market. Hayward comments, "We see text messaging as something of a Cinderella, something that was out there under people's noses, but not being exploited to its full potential. Although person to person texting had exploded, the use of texting for automated dialogues in business, leisure and entertainment use had, at that time, been largely overlooked and the potential was immense."

Textploitation began with a flagship product, Texting Trails, which has gained immense popularity. Texting Trails is a scheme that encourages people to explore a town or city using their mobile phone as a guide. Once registered, a person receives clues by text message to guide them to a landmark. Participants then have to text the name of that landmark to Textploitation to receive the next clue. This continues until they reach the end of the trail. Along the way participants are eligible for discounts in certain shops around the city.

Since then Textploitation has worked with partners to deliver a wide range of texting based services for business, education and entertainment applications.