

# SNIP PET.

## THE FUTURE OF THEATRE.

### CAN THE ADAPTATION OF TRADITIONAL THEATRE ENTICE MILLENNIALS TO FALL IN LOVE WITH THEATRE?

#### ACT 1.

##### WHAT IS OUR AIM?

The future of theatre initiative hopes to **revitalize** the traditional theatre experience, which has become too stagnant and passive for a modern audience.

Snippet is a theatre space that strives to perform theatre in an individual, intimate format whilst adhering to social distancing regulations. Our unique selling point is that the audience will move as the narrative does, in their very own covid friendly viewing bubble. This new style of theatre allows performances to hire out the space, and create their own unique customer journey to suit their show. Thus making this space highly adaptable and versatile. This is vital for a spaces longevity.

#### ACT 2.

##### WHY WILL WE DO THIS?

The main demographic focus of Snippet is to reignite a passion for theatre in the millennial generation. Through research, it is understood that millennials feel theatre is dull, or "not made for them". They are also the least likely group to attend the theatre. By harnessing this demographic, theatre will be able to flourish. Snippet is responding to this feedback by changing the traditional journey that will leave the user wanting more. In the hope that this will **discourage passive viewing and encourage mystery, focus and intrigue**. Therefore, giving a breath of fresh air to the traditional theatrical experience.

#### ACT 3.

##### HOW WILL WE DO IT?

10 different theatrical snippet boxes are set on tracks. They can be moved into hundreds of different formations. 7 viewing bubbles then journey around the space to each of the boxes to view a snapshot of a performance, before the doors slam shut and whisk you off to the next destination.

The first performance to inhabit Snippet will be the **10 top theatre scenes of all time**. Funded by the **National Lottery and the Arts Council**, Snippet will bring theatre to our audience in a new and covid friendly way.

##### QUOTES

*"There is no theatre more important than that which is accessible to younger minds".*

Mark Arrends (2016)

*'It's an extraordinary time and I am going to go so far to say that I really don't think theatre – or commercial theatre will survive".*

Sir Andrew Lloyd Webber (This morning, 2020)

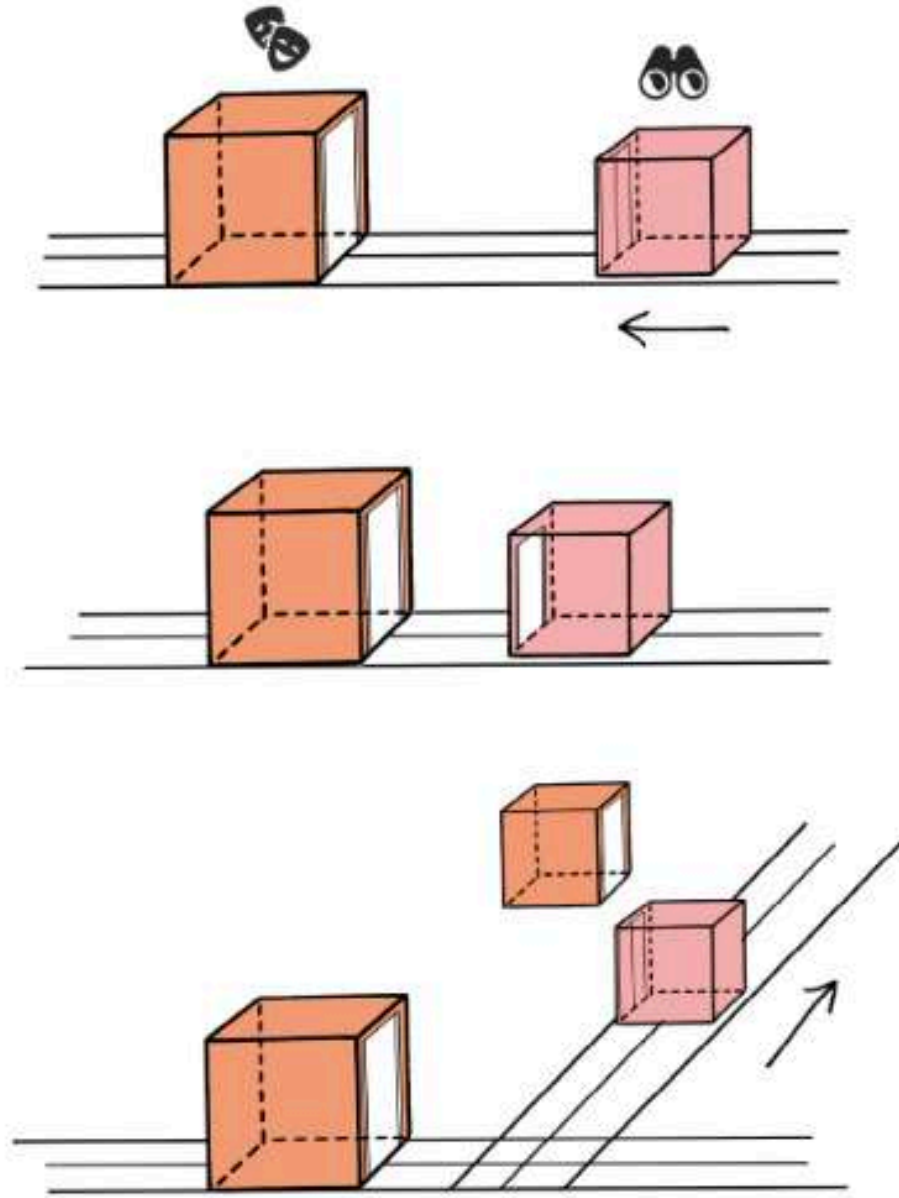




# DRESS REHEARSAL.

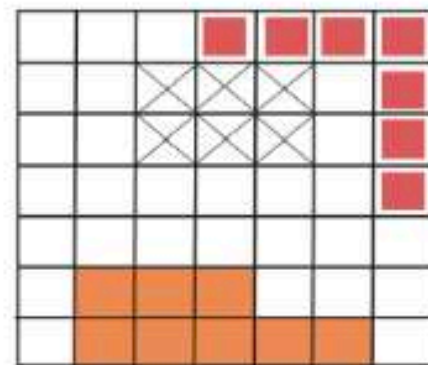
## KEY STRATEGIC MOVES:

This series of diagrams explains Snippets Core concept. Audience members travel as the narrative does, experiencing shorter, faster and more intense snippets of classic plays, in the particular order the production team have chosen, before moving on to the next snippet. The movement occurs from the bubbles and snippets running on tracks.



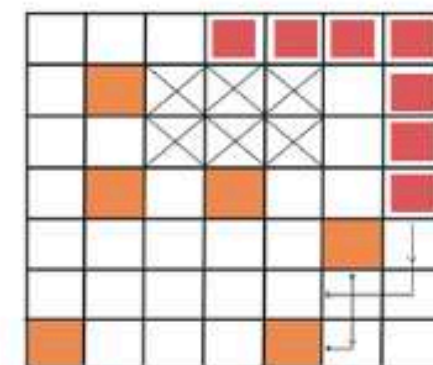
## THE BOARD IS RESET

Diagram of what the space looks like unoccupied.



## A UNIQUE VIEWING JOURNEY

Diagram of what the space looks like when it is occupied with a performance.



## SPACIAL STRATEGY DIAGRAM:

This exploded diagram highlights the key insertions that Snippet will implement into the space, in a stripped back and simple way. All the coloured components are parts of our new style of theatre.



## DIAGRAM KEY:

Theatrical snippets:



Viewing bubbles:



Tracks for snippets:



Outer Viewing Stations:



Outer Theatrical Snippet Box:



Tracks for bubbles:



Voids for platform Lifts:





# CONCEPT

Snippet's response to theatre being in crisis was to completely reinvent the traditional customer journey to inspire awe and encourage active veiwing. We strive to engage our audience, and allow theatre to be exciting and thrilling in a digital age. We do this by having 4 sets of doors on each wall of the bubble, that open and close at different points to reveal a snippet of a classic theatre production. Being so close to the action combined with the unknown of what you'll be met with creates active viewing from our audience.

### KEY IMAGERY

This initiative works to compliment the millennial mind. Short bursts of intense theatre in close proximity. An intimate, covid friendly experience that will leave our audience wanting more. These elements work together to create our new versatile performance space that caters to the modern day viewer and provides longevity to the live arts.

### UNIQUE VIEWING



### PRODUCTION VALUE



### INDIVIDUAL



### INDUSTRIAL SHELL



### INTRIGUING



### MOMENTARY



### MILLENNIALS



### IMMERSIVE



### SEGMENTED



### TWIST ON DECOR



What if...

Theatre was an individual experience?

## OUR BIGGER PICTURE.

The primary USP of Snippet theatre is **versatility** and **adaptability**, whilst providing an intimate, unique viewing experience in a Covid-19 friendly way. So why stop at theatre? Snippet can aid other areas of the performance industry that need help such as ballet, opera or stand up comedy to name a few.

### BALLET



### OPERA

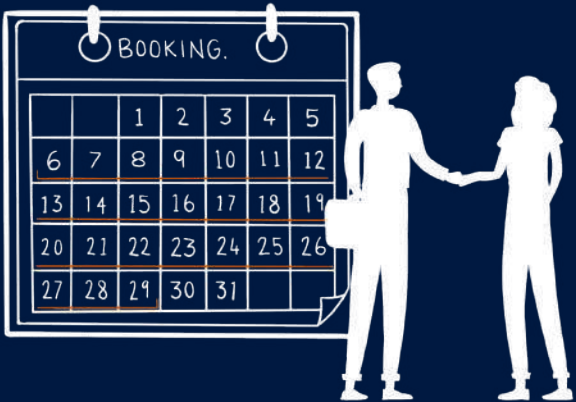


### STAND UP



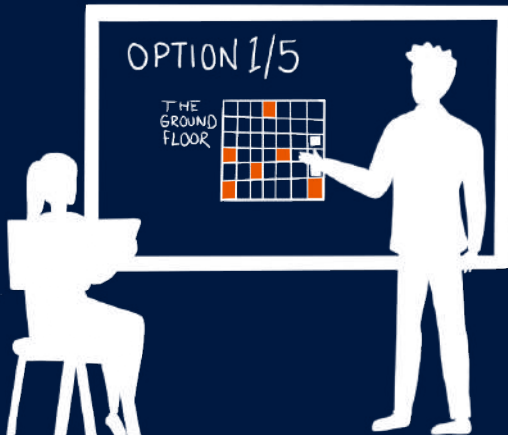
As an audience member, being so close to the action encourages active viewing and awe, two things Snippet strive to achieve. These examples showcase the endless opportunities Snippet has to offer to other areas of the live entertainment industry that are struggling during the covid pandemic.

### 1. BOOK OUT THE SPACE



Theatre companies and performance groups hire out the space for up to 8 weeks.

### 2. PERSONALISE THE LAYOUT



Designers from the theatre company sit down with Snippet's technical team, and choose a layout out of the space that will suit *their* show. Thus creating a unique customer journey.

### 3. BRING IT TO LIFE



Snippet boxes and viewing bubbles are then moved into the chosen position to create a unique customer journey. The Snippet boxes are then dressed and set, ready for opening night.

### 4. OPENING NIGHT



Guests arrive in Covid friendly groups of friends and family. They'll arrive in allocated time slots and experience theatre like nothing else they've seen before.

### 5. RESET THE BOARD

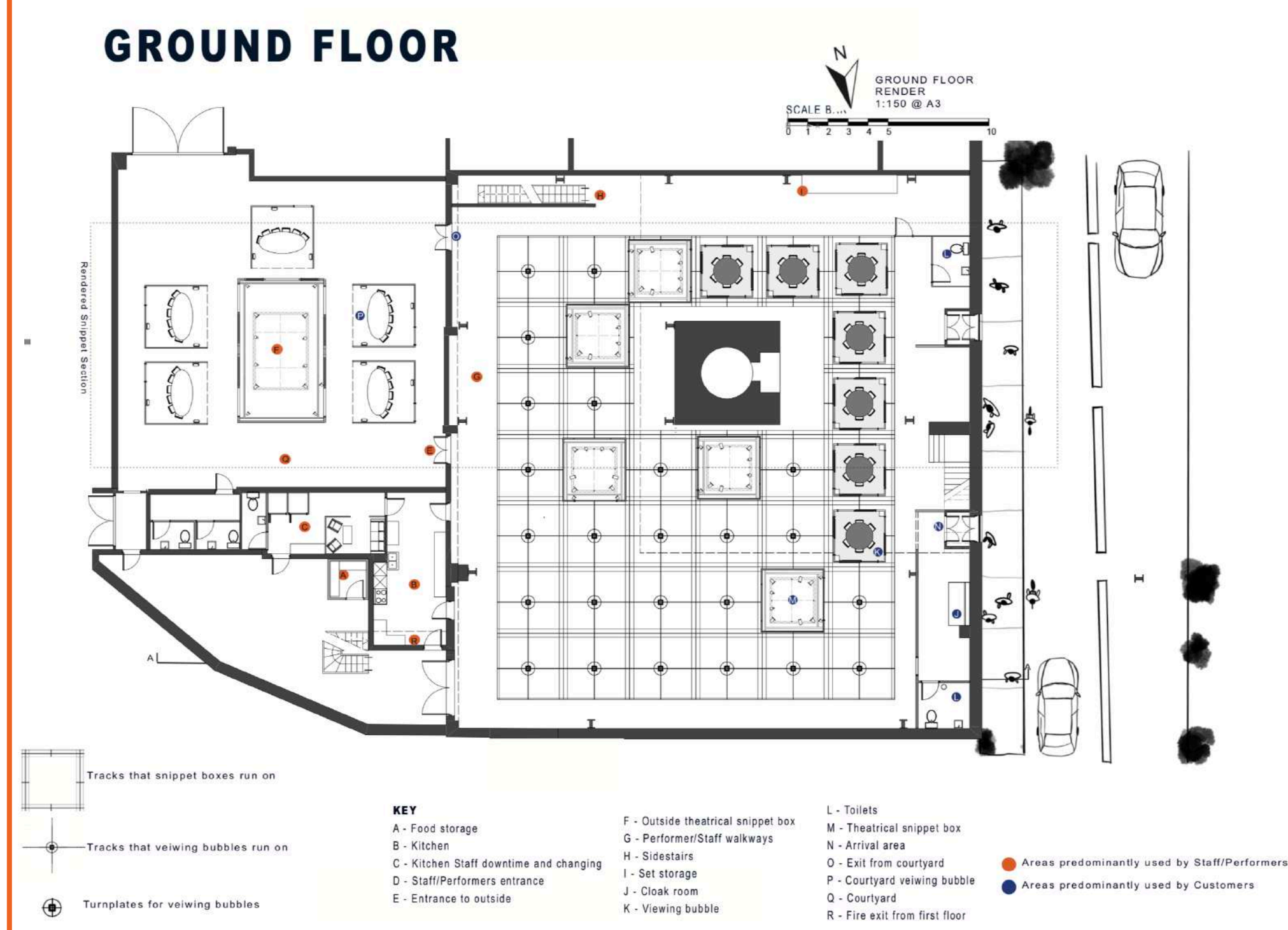


After closing night, clean up begins. Almost like finishing a game of chess, the board is reset for the next company to fill the space.



# FLOOR PLANS

## GROUND FLOOR



## FIRST FLOOR

