

## iOrchestra

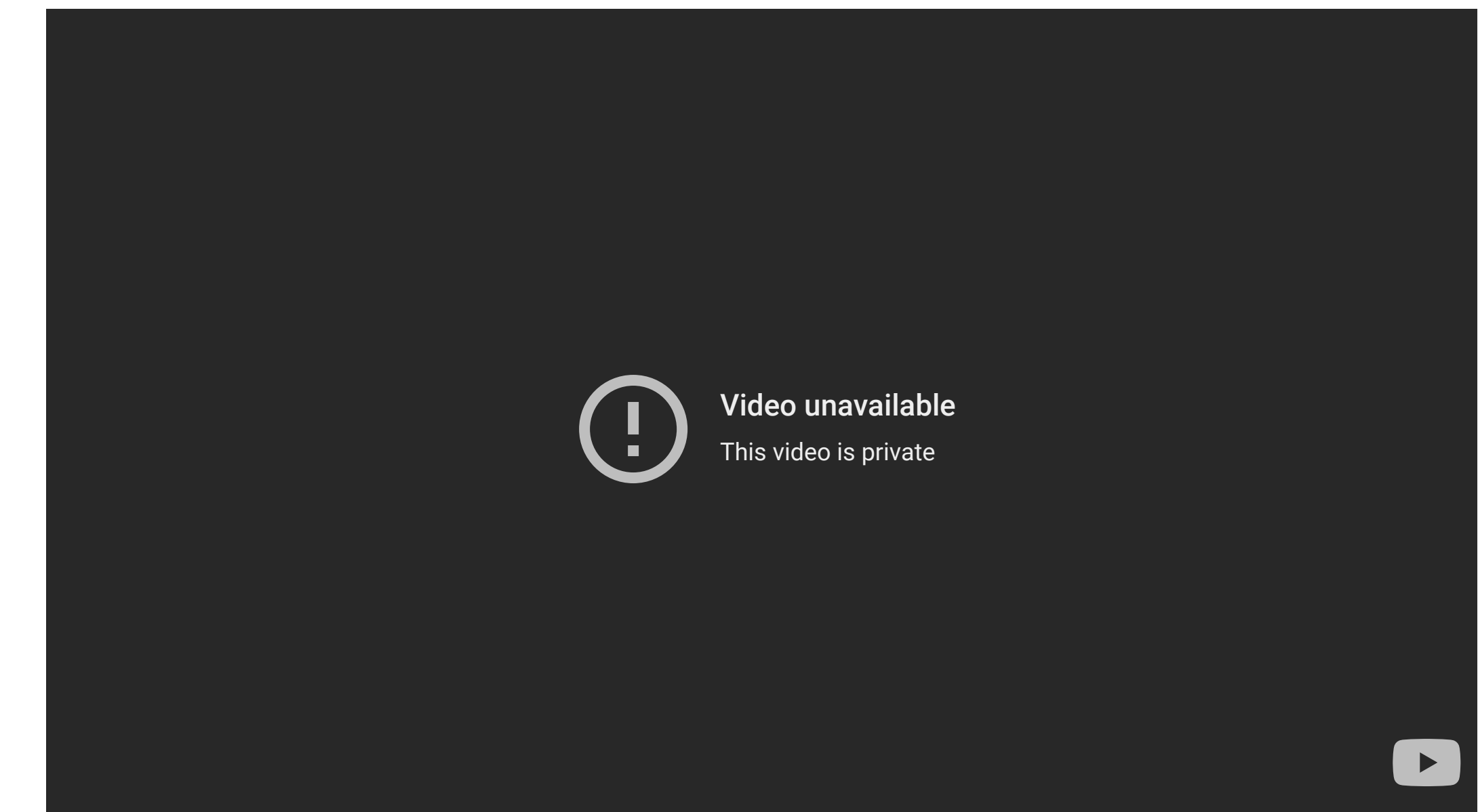
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Projects

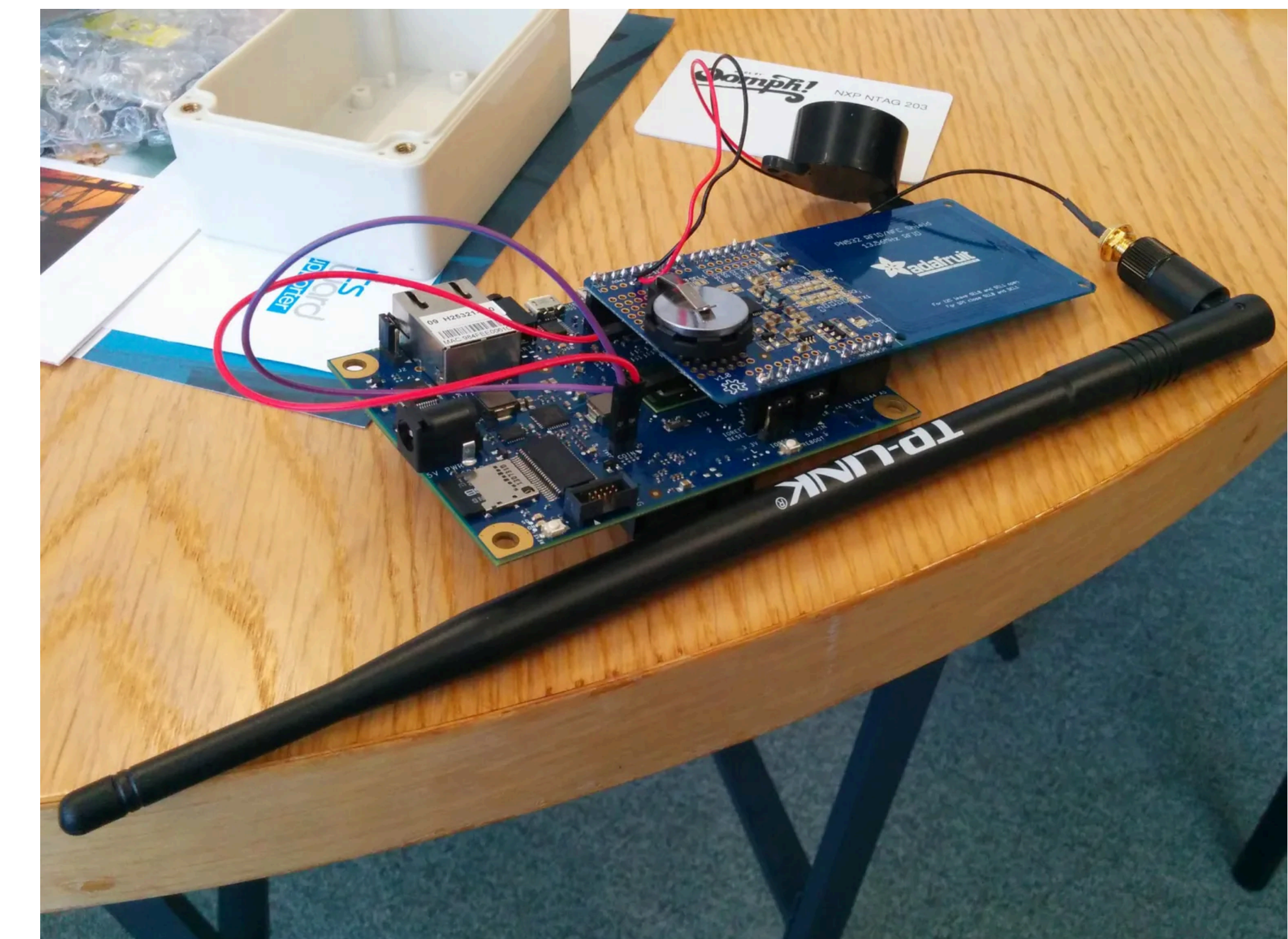
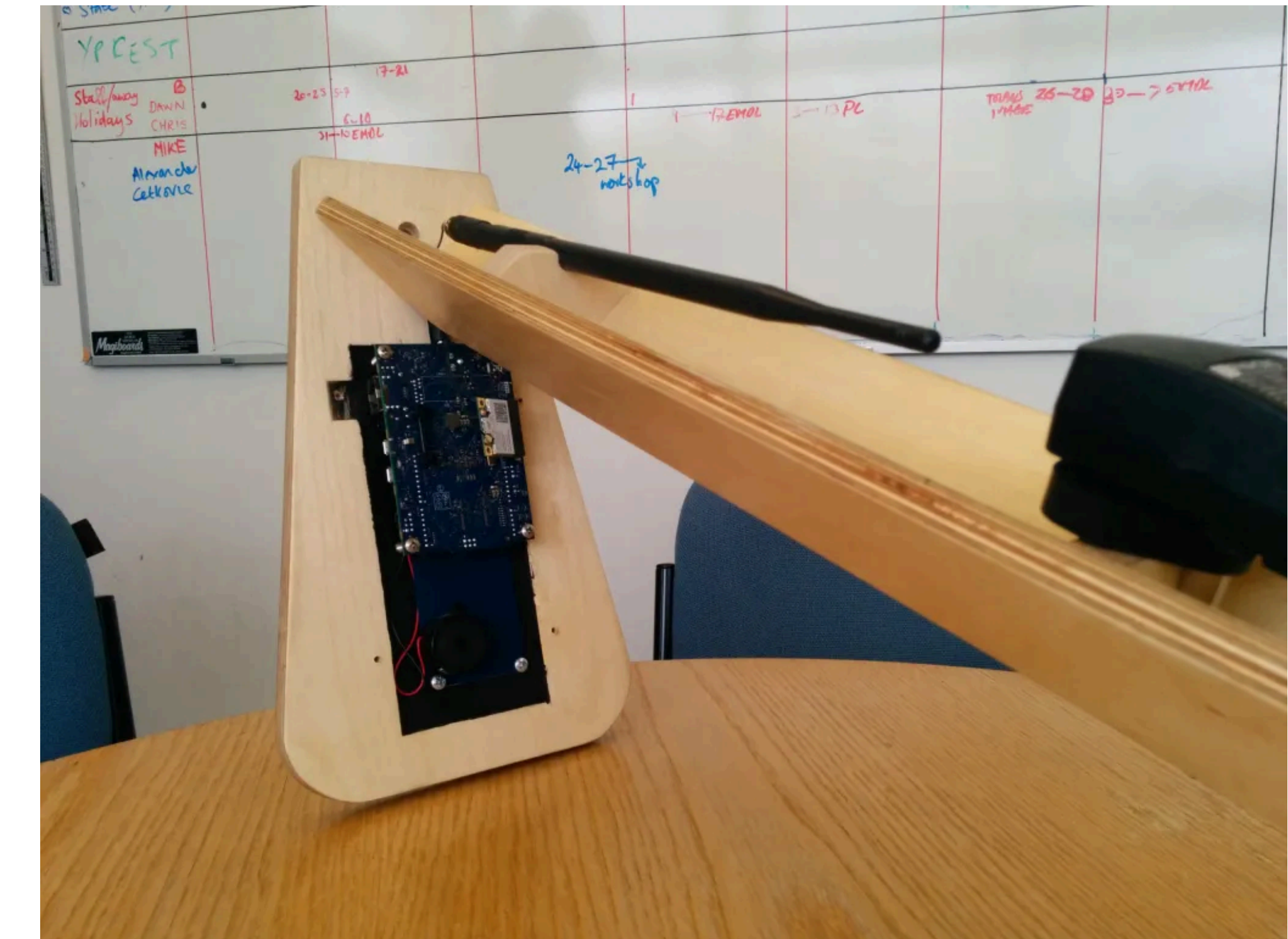
01/07/2014

iOrchestra, Philharmonia, Re-Rite

Visitors to a pioneering, participatory classical music installation touring the South West were registered and monitored using i-DAT technologies.



We advised on the technology involved, then built 3 digital card readers with stands, and another two hand-held readers for visitors and participants in the **iOrchestra** – a project developed by **The Philharmonia Orchestra** and partners that allows audience members to experience an orchestra and its instruments interactively. The NFC tracking technologies used are an extension of the **Qualia** engine.



We also helped the iOrchestra collect and analyse the audience/user data. iOrchestra is essential a major piece of ‘action research’ exploring how the Philharmonia Orchestra can engage disadvantaged and under-represented audiences with orchestral music using digital technology, but also how they can use orchestral music to make a difference.

iOrchestra toured Plymouth, Torbay and Cornwall in Spring 2014 and is due to do the same in 2015.