
ACTIVATE PROJECT

Pasadena Unified District

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June 2019

INSPIRATION

WHY?

As an immersive theatre producer and founder of **NM Management**, an LA-based production company, I've spent the last 15+ years producing live events and theatre for audiences ranging in size from 11,000 to 10. I truly believe that the **boundaries** of art, theatre, and storytelling will continue to evolve as this art form expands.

Immersive has been defined as an experience that physically and narratively puts the audience in the same place in which the action occurs (Source: [NoProscenium Glossary](#), 2018).

By integrating **modern technology** with traditional theatre technique(s), these are just a few examples that fit this genre: **virtual reality**, immersive or interactive theatre, augmented reality, **escape rooms**, live action role play, hyper-theatre and **experiential plays**.

The **mentors** that I've had along the way have had an invaluable impact in my professional development. Which made me think...

“...how can we, as part of a relatively new industry, engage future generations to pursue careers in the immersive arts through exposure to practical experience?”

CONCEPT

CONCEPT: IMMERSIVE ARTS INTERNSHIP

KEY FEATURES

1. Geared toward **middle school** students, age 11-13 years old
2. **Length:** 3-4 months
3. City-funded and supported with hopes of **compensating** selected candidates
4. Ideal candidates: students with a strong interest in early **professional development** and careers in the immersive arts industry
5. Interns will have the opportunity to learn about all areas of production - from **operations to artistic design**
6. The action project would launch in **Pasadena, CA** with potential to expand **nationally**

CONCEPT: RESEARCH

From **April to June 2019**, I conducted an online [survey](#) for LA-based immersive arts organizations and companies to gauge interest in a possible **collaboration**.

Would your organization be interested in serving as a host in a city-funded immersive arts internship program geared towards middle school age students between the ages of 11-13 years old?

11 responses



The organizations that showed early interest include:

- Stash House LA (escape room)
- The Blue Blade LLC (interactive theatre, VR film experiences)
- Spy Brunch Productions (time travel immersive experiences)
- Interwoven Immersive (multimedia experiences and installations)
- The Speakeasy Society (immersive theatre)
- The Unmarked Door (live music and interactive theatre hybrid)
- Capital W Productions (female-led immersive theatre company that specializes in site-specific work)

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CONCEPT: GOALS

Modeled after Los Angeles County Arts Commission's annual internship, this Immersive Arts Internship program aims to:

- create a local network of young students with professional experience in the immersive arts
- increase exposure for the immersive arts industry at both the city and state level
- build mutually beneficial partnerships with local schools, communities, and arts organizations



CONCEPT: NEXT STEPS

1. Start outreach to local middle schools:

Altadena Arts Magnet School
Blair Middle School
Washington STEAM Magnet Middle School
Eliot Arts Magnet Middle School
McKinley Middle School

2. Meet with LACAC program leaders to pitch action project and explore possible collaboration

3. Connect to funding sources:

California Arts Council
Pasadena Educational Foundation
Chamber of Commerce
Meow Wolf



McKinley Middle School students

Arts for LA: Thank you!

For more information, please contact:
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