

Tapping Your Inner Futurist

# Imagining the Future of Performing Arts Experiences



February 16, 2017

**@GarryGolden**

**Start**

**End**



***Warm up  
Foresight 101***



**Drivers of Change**



***Discussion***

# More or Less Change Ahead?

Last  
ten years

2006 – 2016



Next  
ten years

2017-2027





Face to Face



Printed & Recorded



# I am an Artist living through eras of...



Broadcast Media (Audio / Visual)



Social Media (Digital/Networked)

## ... and they will soon say: VR is Going to *Kill the Arts & Live Experience*

### Spielberg Looks to Grow Virtual Reality Business With Retail Experience

Posted February 13, 2017 by [Sheila Shayon](#)

f t in

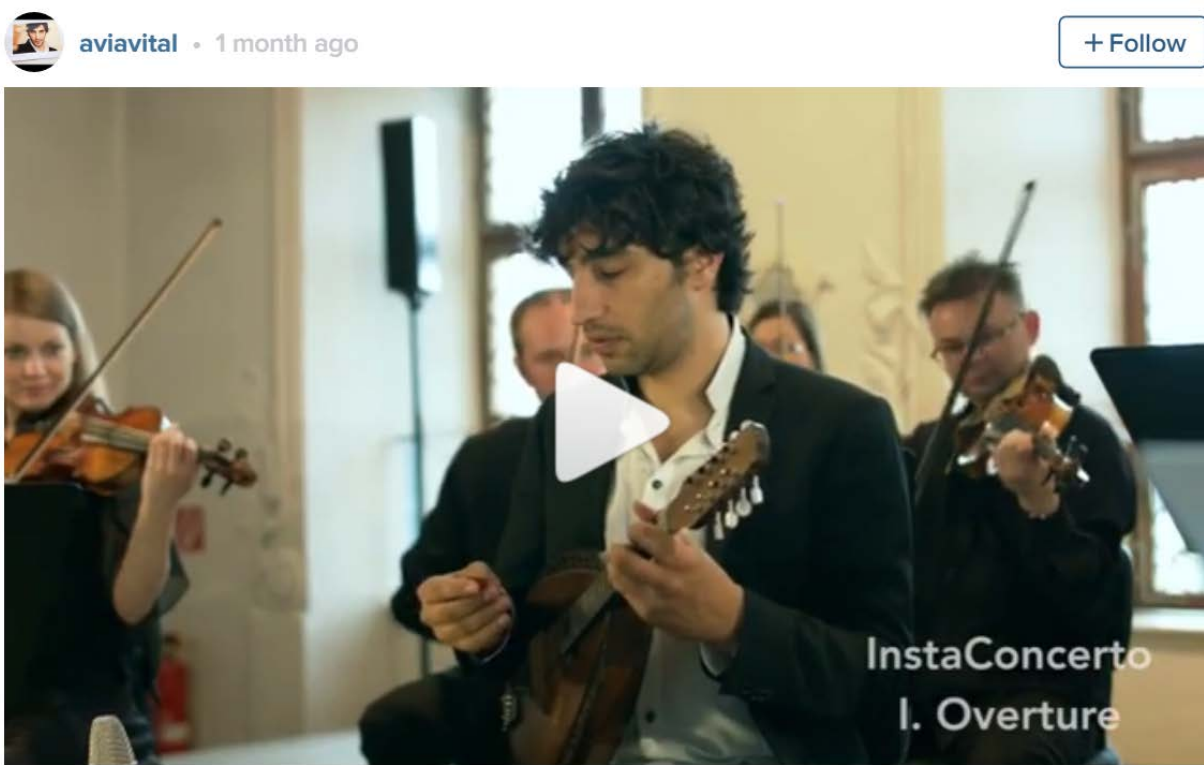


A new venture backed by director Steven Spielberg and three studios has raised \$11 million to launch its first virtual reality storefront at a Los Angeles mall by the end of this year—with plans for a wider rollout next year. The goal is to boost VR and retail, merging the virtual and real worlds in order to stimulate consumer interest in the future of entertainment and shopping.



## InstaConcerto for Mandolin and Orchestra

Tools + New Expectations  
**Artists Directly  
Engage Patrons**



The image shows an Instagram post from the user 'aviavital' posted 1 month ago. The post features a video of a man in a dark suit playing a mandolin. In the background, several violinists are visible, playing their instruments. The video is titled 'InstaConcerto I. Overture'. The post has 1,021 views and 19 comments. The Instagram logo is visible in the bottom right corner of the post.

aviavital • 1 month ago + Follow

InstaConcerto  
I. Overture

Presenting the #InstaConcerto, a musical experiment for social media! Each day will feature a new 15-seconds #movement Movement I: Overture. Composer: #PeterBreiner @sympho8 Orchestra: #KremerataBaltica You'll have to come back tomorrow for the next movement 🕒 #15seconds #musicforsocialmedia #artforsocialmedia #instamusic #miniature #experiment #newmusic #classicalmusic #mandolin #concerto #orchestra

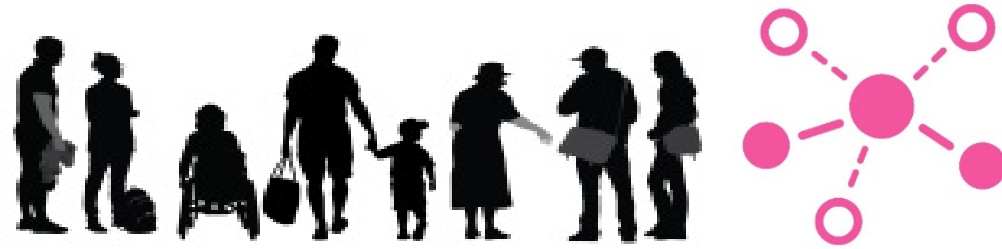
▶ 1,021 views    💬 19 comments Instagram

Israeli mandolinist Avi Avital

**Culture of**

**share  
YOUR  
STORY**


**In Social Media era..**



**Messengers > Message**


Messengers on...  
**facebook**

Lloyd Walker liked this.


 **Mark Battle** shared Féroce's video.  
12 hrs · 

[Add Friend](#)


this should make you smile



24,133,196 Views


**Féroce**  
December 23, 2015 at 8:18am · 



⋮ His mother asks him to sing just once for the camera. In 2:40, the chills me invaded!


Automatically Translated · [See Original](#) 

[Share](#)

Lloyd Walker and 5 others like this.

 **Fred Marco** That's great stuff  
1 hr

 **DeLorean**  
Apr 3, 2015 at 3:25am · 



Watch what happens when their mom starts singing... so cute!... [See More](#)

236k likes · 19k comments · 189,175 shares · 12m views

[Like](#) [Comment](#) [Share](#)

[More Videos](#)





Patricia Diane McKenzie shared **Crystal Durant's video.**

Jan 26 at 2:18pm • 2



**Crystal Durant**

Jan 18 at 9:37pm • 3

These kids are great!



424,367 views



Like



Comment



Share

While waiting for his friend, Monntel started playing his version of Yiruma's "River Flows in You" on a piano that was on display at the mall, when his awe-inspiring talent captured a crowd. On top of being a self-taught pianist, who doesn't know how to... [Continue Reading](#)



44,950 views

# How do we empower *messengers* who tell the story of arts in society?

- ❑ Culture of Evangelists  
Invest in your messengers
- ❑ Design stories to be portable, open and ready to be interpreted + shared
- ❑ Become more comfortable with risks and rewards of less control

A screenshot of a Facebook post. At the top, a grey bar contains the text "Mark Ervin shared Lunkerville's video." with a small profile picture of Mark Ervin and a dropdown arrow. Below this, the post is from "Lunkerville" with a profile picture of a man in a blue shirt and a yellow cap, dated "Feb 25, 2015 at 9:10pm" with a globe icon and a thumbs-up icon. The text of the post reads: "Where was this Led Zeppelin loving music teacher when I was in elementary school? Give it up for **The Louisville Leopard Percussionists** - Mike D". Below the text is a video thumbnail showing a group of children in a classroom setting, some playing maracas and others standing. At the bottom of the post, it shows "33,622,704 views" and "1 like".

Mark Ervin shared Lunkerville's video.  
2 hrs • 👤

**Lunkerville**  
Feb 25, 2015 at 9:10pm • 🌐

Where was this Led Zeppelin loving music teacher when I was in elementary school? Give it up for **The Louisville Leopard Percussionists** - Mike D

33,622,704 views

1 like

# What is new 'era' for Presenting Organizations?

Access Mission:  
**Meet Demand**



Measure Outputs  
focus on Access & Usage

## Success Factors:

- ✓ Tools for Transactions
- ✓ Operational Excellence
- ✓ Lowest Cost Ops
- ✓ Gather Data for Reporting



Mastery Mission:  
**Generate Demand**



Guide Outcomes  
focus on Behavior Change

## Success Factors:

- ✓ Tools for Relationships
- ✓ Excellence in Innovation
- ✓ Bringing the Most Value
- ✓ Data + Trust drives Experience Design

*End*

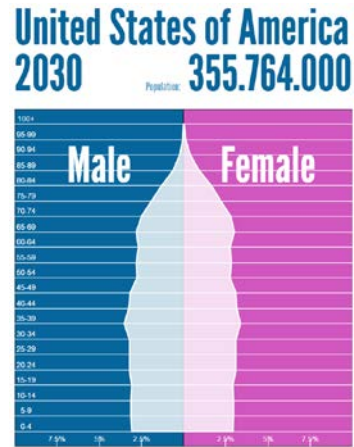


**Drivers of Change**



*Discussion*

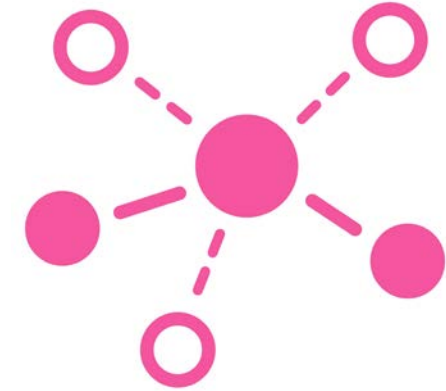
# Drivers of Change 2017 – 2030



**Demographic Destinies**



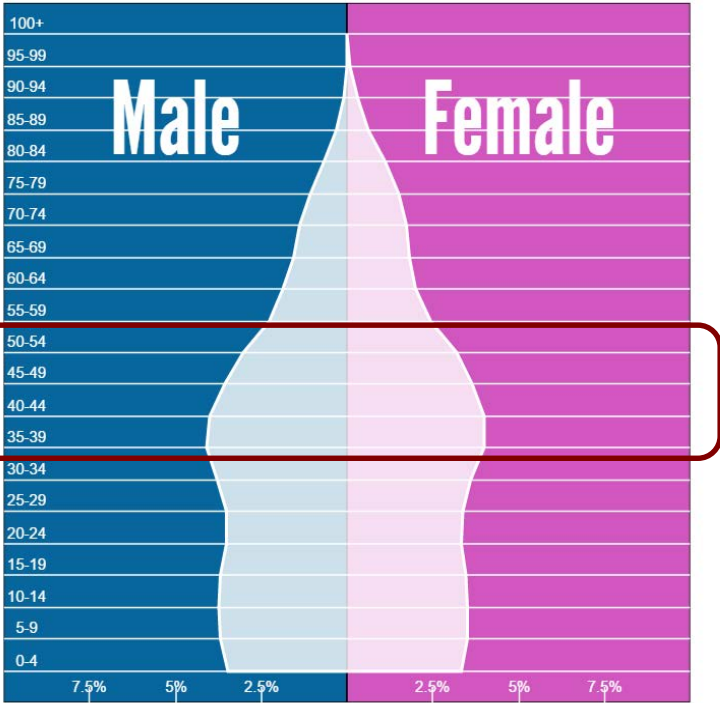
**Place Matters**



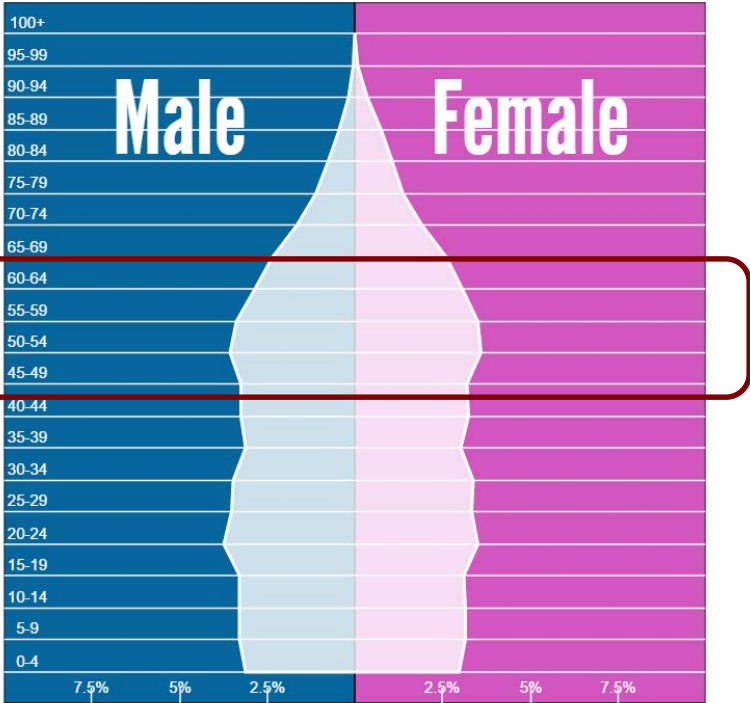
**Connected Data Driven Experience Design**

# U.S. = Aging Boomers + Fading *Demographic Dividend*

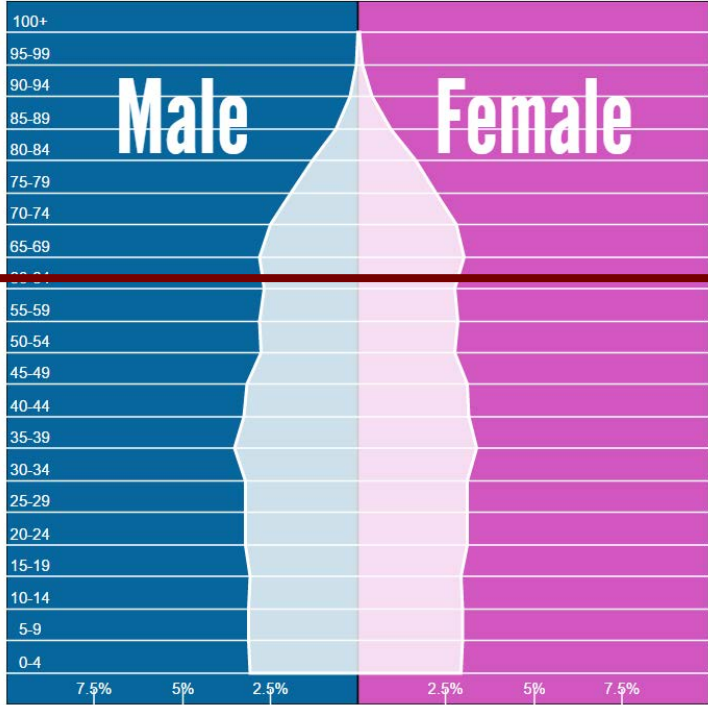
United States of America  
2000  
Population: 282.895.000



United States of America  
2015  
Population: 321.773.000



United States of America  
2030  
Population: 355.764.000



Source: populationpyramid.net

# Aging Baby Boomer Populations

## Population

By 2030

**71**MM

65+ pop.

## Spending

By 2015

**60%**

wealth

**40%**

consumer spending

## Regional Dynamics

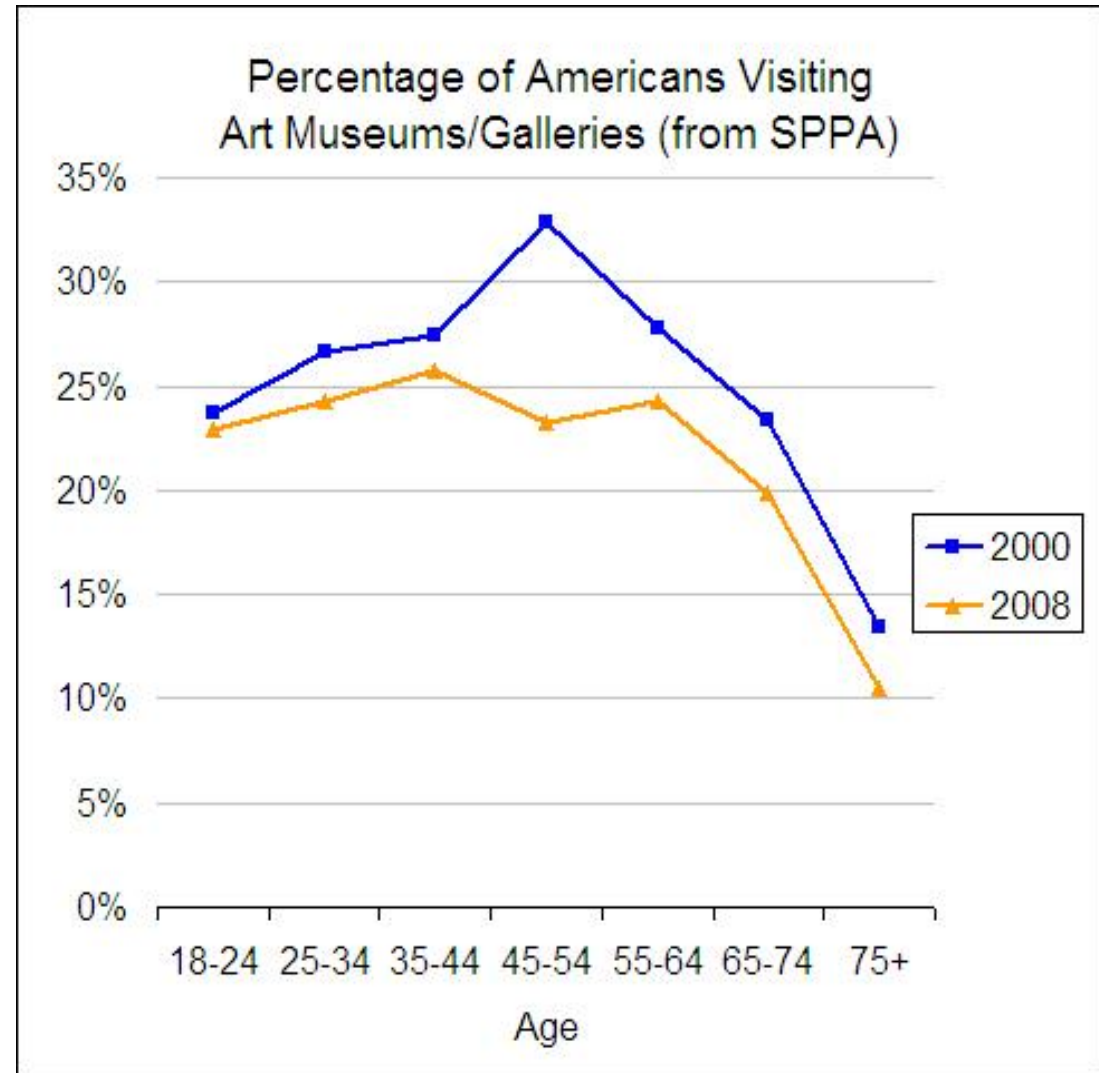


**Cleveland  
Clinic**

## Risk: Engagement Drop-off

*By every measure of engagement one can think of, [boomers] do less: They vote less, read newspapers less, are less apt to join churches or civic organizations.*

Harvard School of Public Health/  
MetLife Foundation (2004)



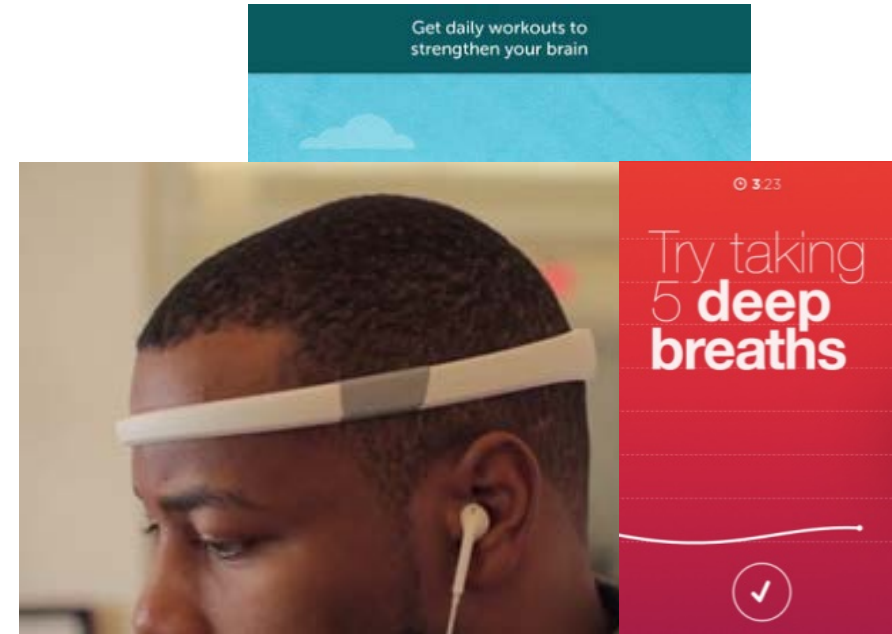



# Risk: Meeting a Widening Spectrum of Experience Needs

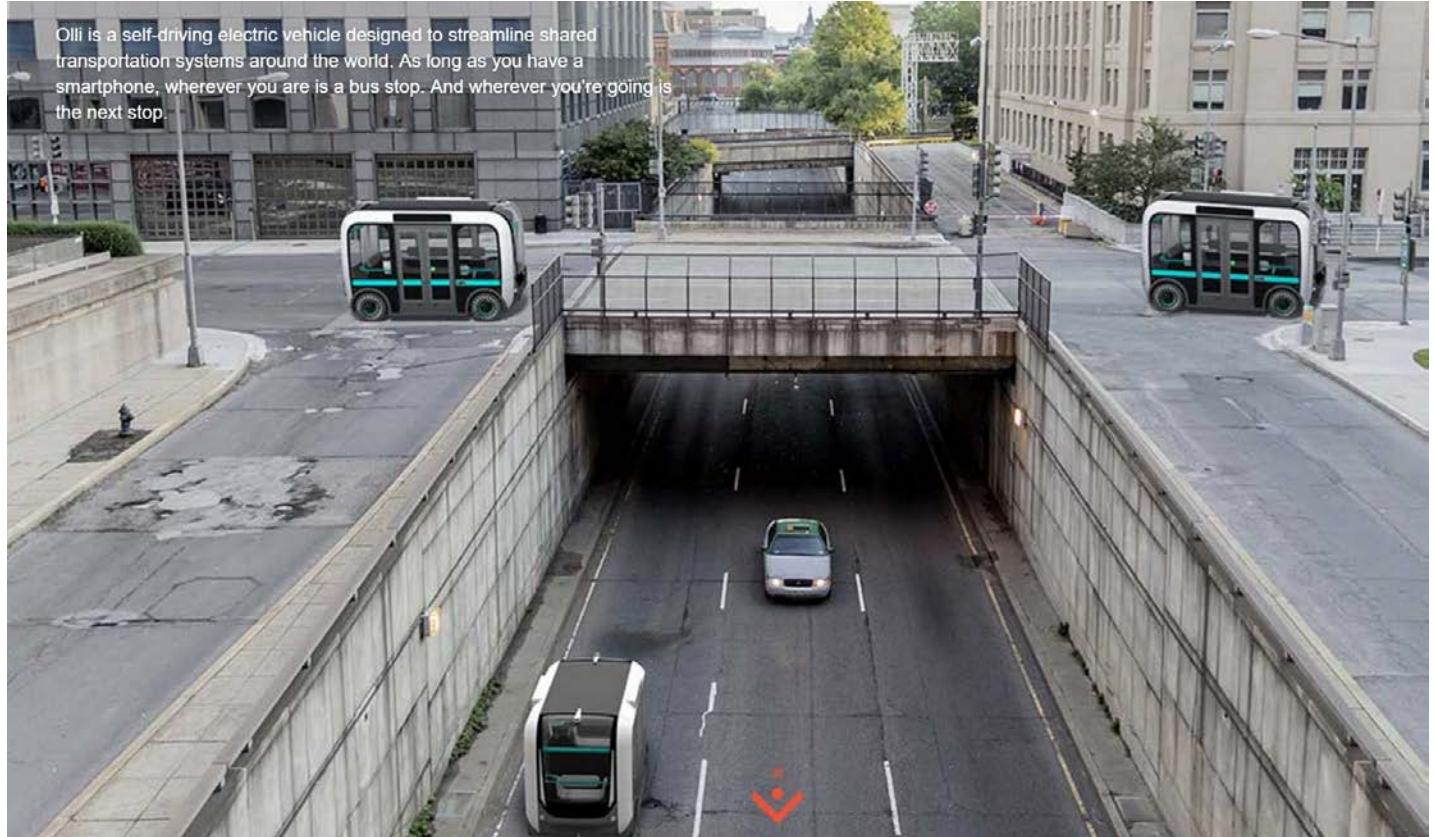


# **Aging-in-Place**

# Experiences for 'Active' and 'Creative Aging'



**Melon – Wearables for Focus**  
 **lumosity**



Olli is a self-driving electric vehicle designed to streamline shared transportation systems around the world. As long as you have a smartphone, wherever you are is a bus stop. And wherever you're going is the next stop.

# Mobility + Accessibility

Safety, Equity + Access

**Autonomous People Movers Coming Soon!**





Local & Crowd Elements

Equity + Social Justice

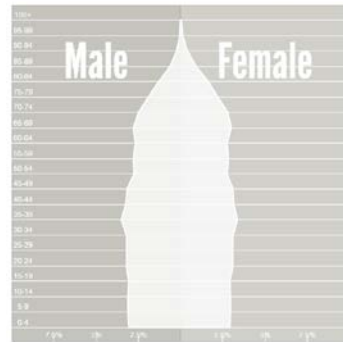
Involve my Children

**How are you rethinking experiences for  
'Aging Boomers' and Millennial families?**



# Drivers of Change 2017 – 2030

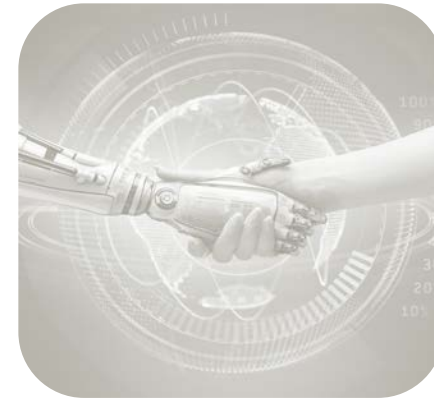
United States of America  
2030 Population 355.764.000



Demographic  
Destinies



Place Matters



Data + AI Driven  
Experience Design

***Third Place***  
is a Real Thing





# Pedestrian Friendly Zones



It doesn't have to be at 'My Place'



# BAD ART NIGHT



Create something dreadful--  
and win! Prizes for the worst art imaginable.

Wed., November 2nd  
6:30 p.m.

South Natomas Library  
2901 Truxel Rd., Sacramento




[alt+library.com](http://alt+library.com)

## “Pop Up” Culture







# Artists Creating Sense of 'Crowd' and Place




>


-6:32



**The New York Times** was live —    
attending [The Public Domain](#) at   
[Lincoln Center](#).  
on Saturday

This concludes a 1,000-voice choral work composed by Pulitzer Prize-winner David Lang, getting its debut in New York's [Lincoln Center Plaza](#). The text for “the public domain” was all crowdsourced by allowing Google to auto-complete the sentence “One thing we all share is...” Stick around to get your questions answered after the performance.



Write a comment... 

Live Experiences, Together  
**People Crave Connections**



GAME OF THRONES Reactions at Burlington Bar S6E10 /// WINDS OF WINTER Pt 1 \\\



Sean L

[Subscribe](#) 53,725

1,397,048 views

[+](#) Add to [➔](#) Share [⋮](#) More

[👍](#) 16,797 [👎](#) 875

*Live + Designed Experiences*

**The Experience is the  
Destination**

## Hacking The Audio Experience: Museum Hack Is Part Of SFMOMA's New Tours!



**A Fun, New Experience in NYC, DC, San Francisco  
& Chicago**

We Lead Renegade Museum Tours for Individuals,  
Private Groups & Company Team Building



Retweeted by Museum Hack



**noah kagan** @noahkagan · 8h

One of my favorite things to do in NYC is [MuseumHack.com](http://MuseumHack.com) #museumhack  
[pic.twitter.com/UQjz1Qmag9](https://pic.twitter.com/UQjz1Qmag9)



# Escape the Room | NYC

## Escape Rooms





# Room Scale Virtual Reality

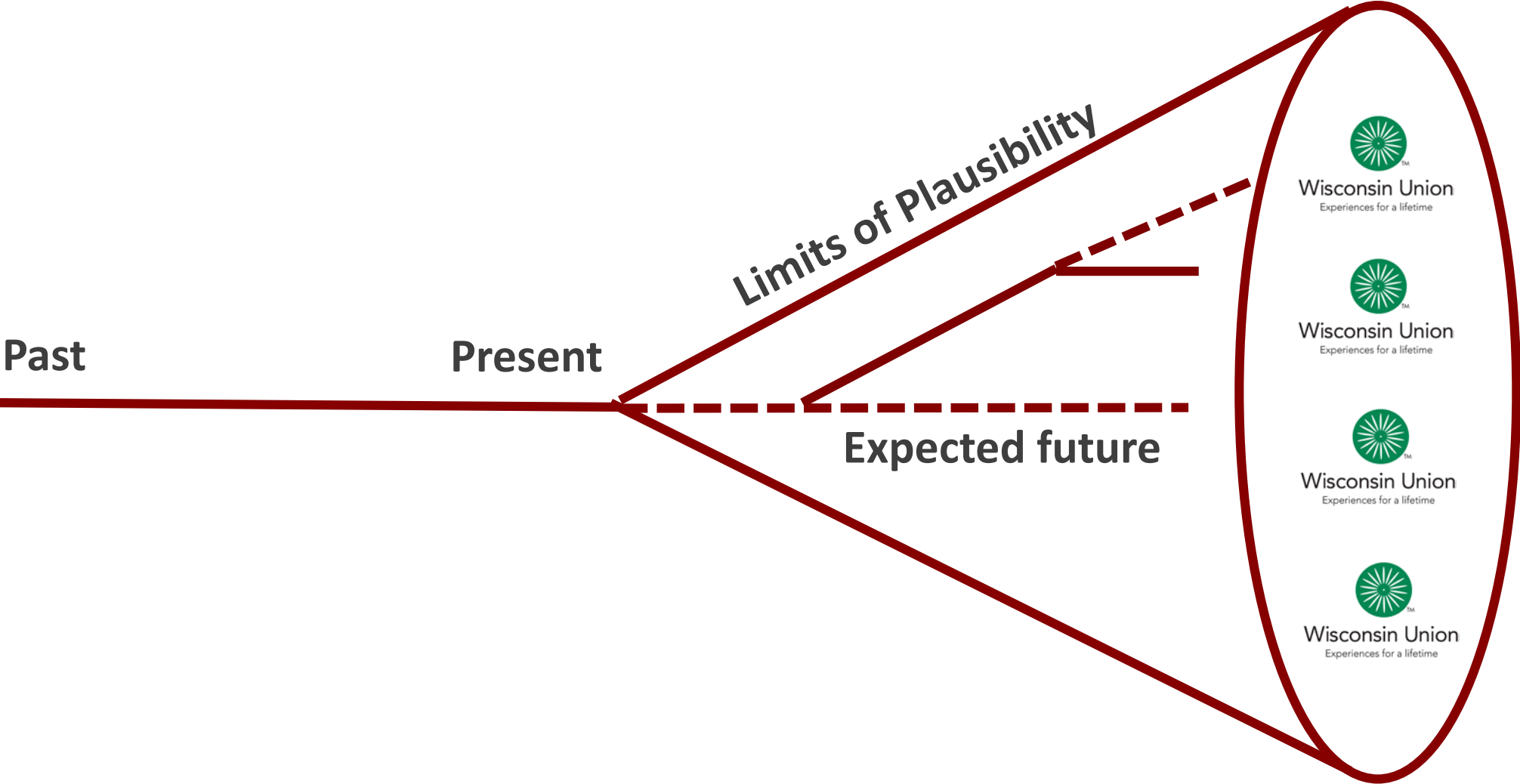


# Digital Fusion

## Seamless Transactions



# Future of Place

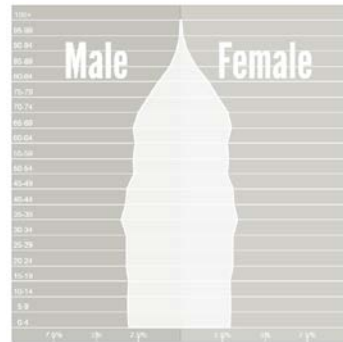


**How are you rethinking  
'place' based innovations?**



# Drivers of Change 2017 – 2030

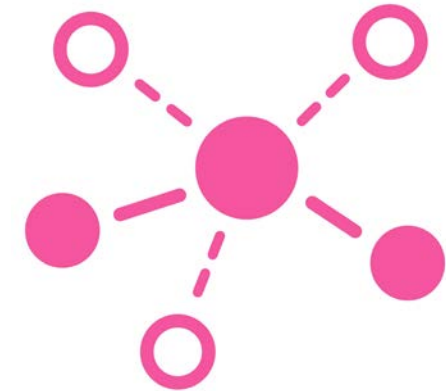
United States of America  
2030 Population: 355.764.000



Demographic  
Destinies



Place Matters



Connected Data +  
Experience Design

*Everyone is talking about Data....*



**Johanna Blakley** @Mojojohanna · 1h

"Why don't we give data like we give blood?" - Alan Freeman #neaarts #NEACVP  
#artsdata

# Future shaped by Creepy Lines vs Compelling Experiences



## Context of the *Creepy Line*

The Google logo is displayed in its standard multi-colored font (blue, red, yellow, green, red).

Inevitability of Dealing with the *Creepy vs Compelling Line* at the..

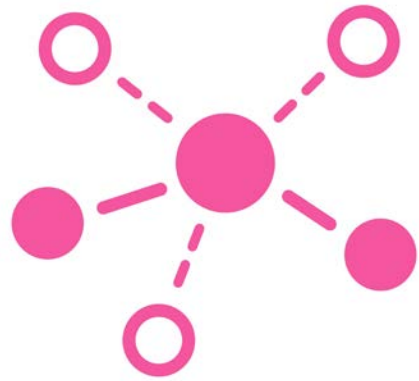
The logo for the Performing Arts Center is displayed in a multi-colored font, similar to the Google logo, with each letter in a different color (blue, green, red, yellow, blue, green, red, blue).

*How do we...*

- Balance privacy + personalization*
- Communicate value and benefits in 'Ask' vs 'Reward'*
- Maintain human-ness side of the relationship*



# Assumptions for Changes Driving Marketing + Experience Design



**Connected Data  
+ Graph Analytics**

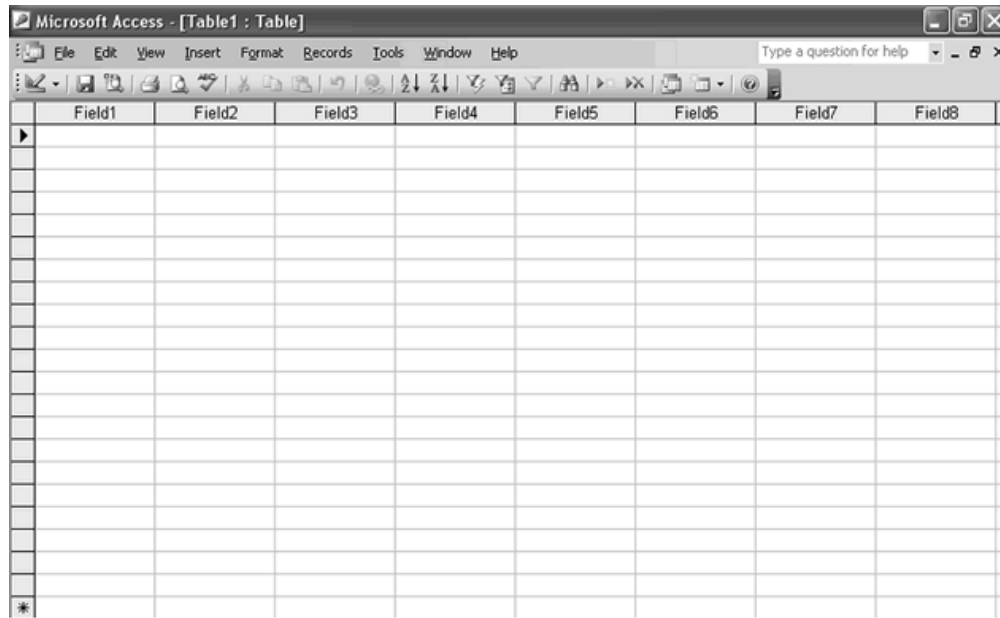


**amazon  
echo**



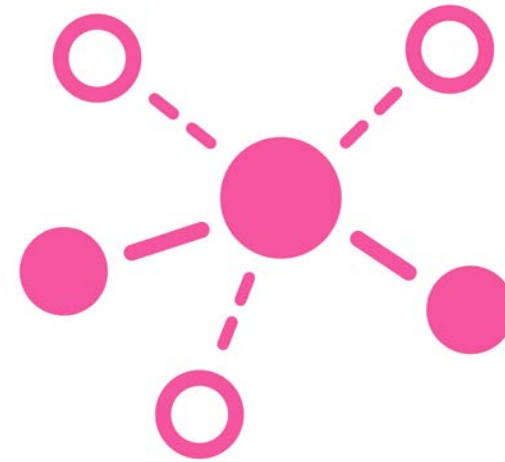
**Hype or Hope of  
Bots + Intelligent Assistants\***

# Building a Connected Data Foundation for Marketing + Engagement



A screenshot of a Microsoft Access window titled "Microsoft Access - [Table1 : Table]". The window shows a standard menu bar (File, Edit, View, Insert, Format, Records, Tools, Window, Help) and a toolbar. Below the toolbar is a grid representing a table with 8 columns labeled "Field1" through "Field8" and approximately 20 empty rows. A small arrow cursor is visible in the top-left cell of the grid.

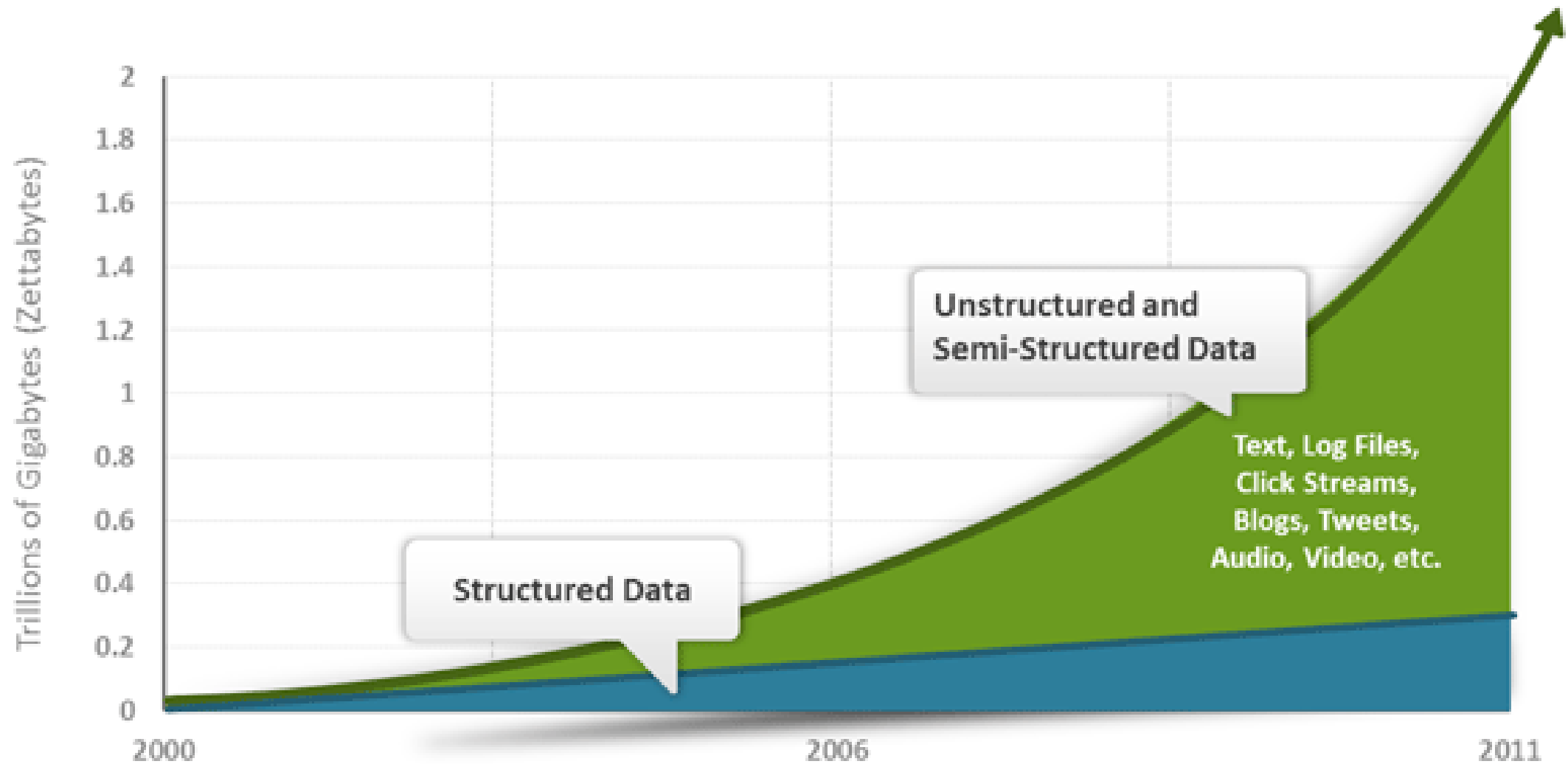
Tables = Past



*Graph Thinking = Future*

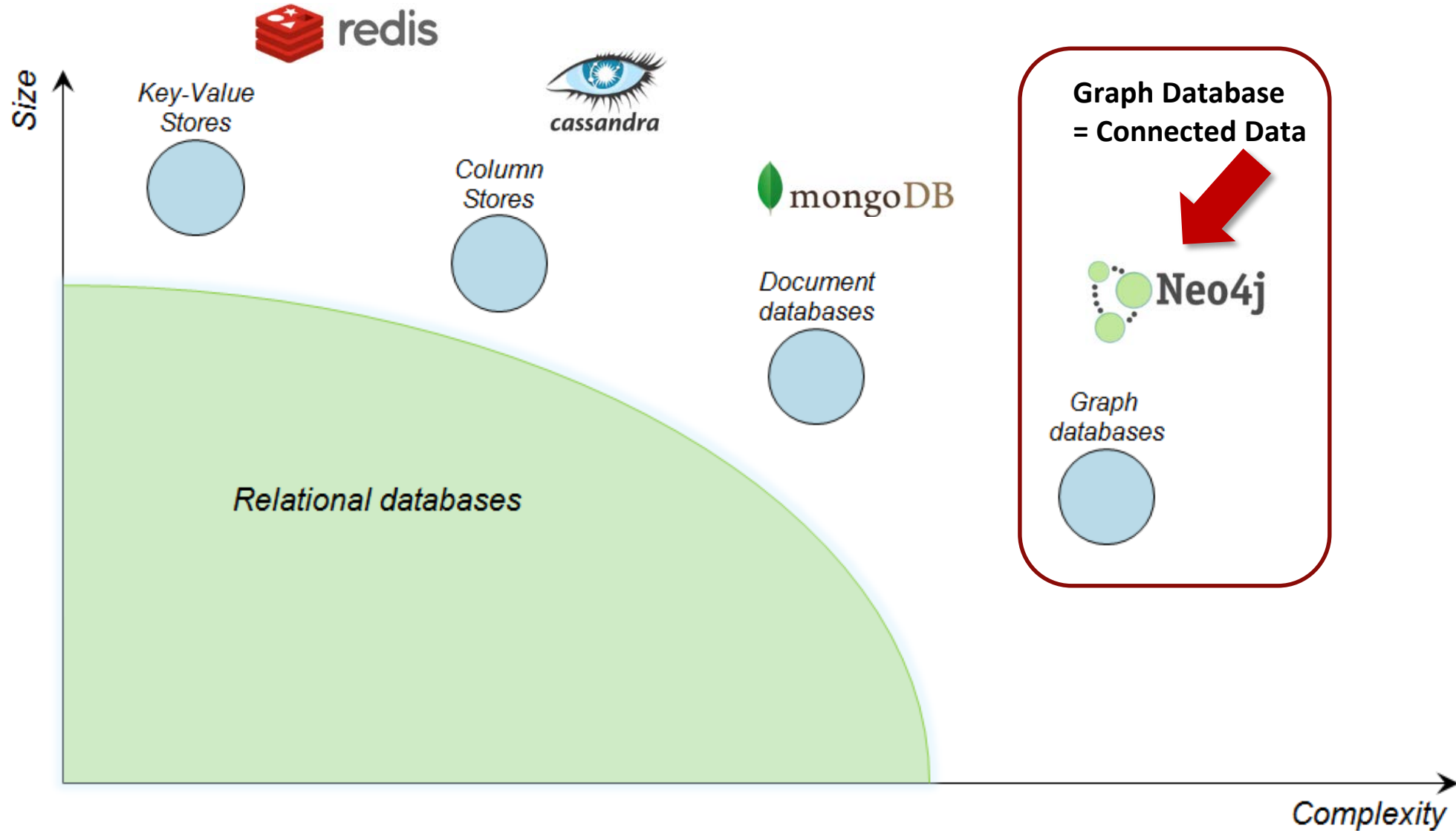
# What is Happening?

## Connecting Dots to a Growing Spectrum of Data

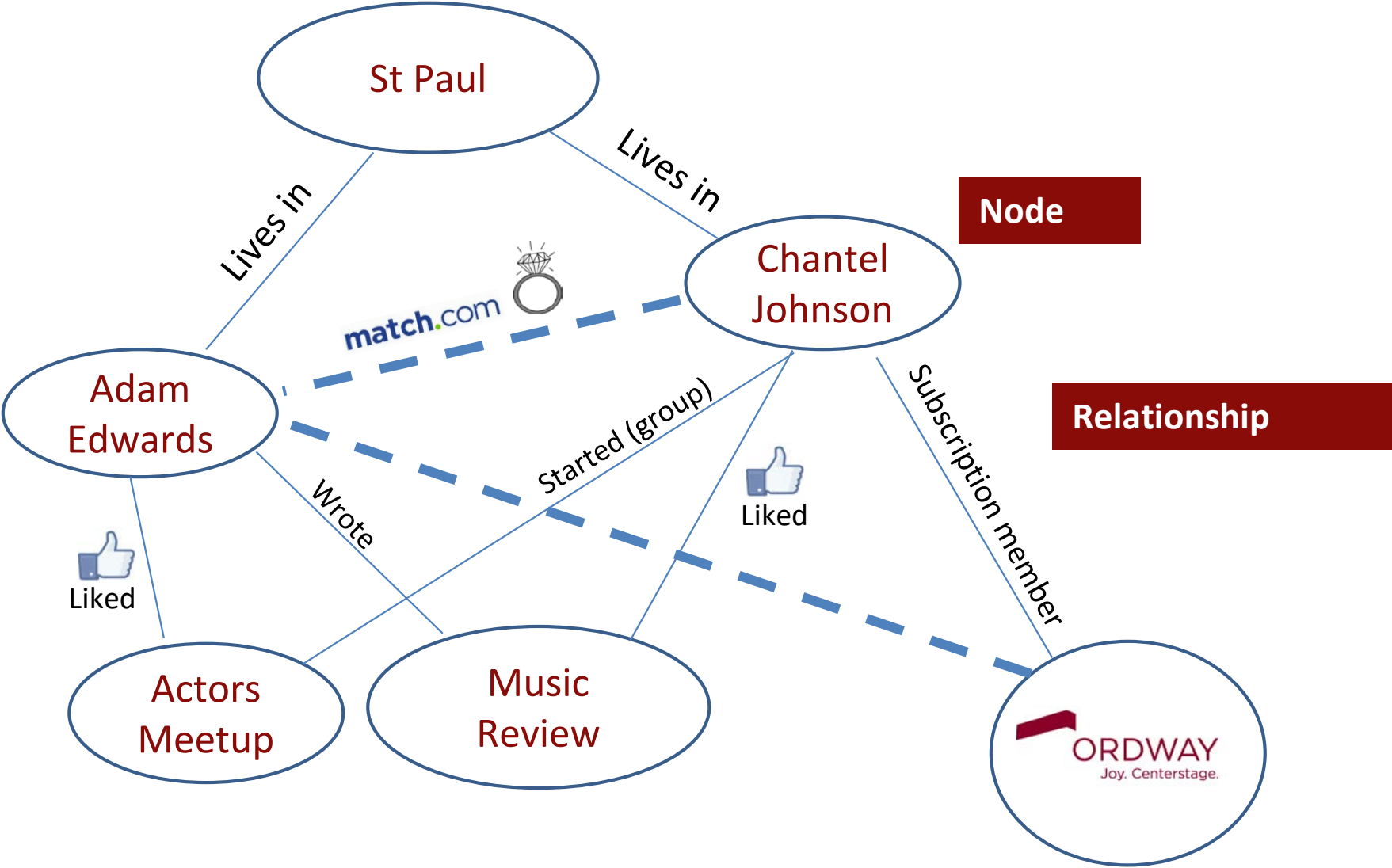


Source: IDC 2011 Digital Universe Study (<http://www.emc.com/collateral/demos/microsites/emc-digital-universe-2011/index.htm>)

# We are moving beyond rows & columns (SQL Tables)

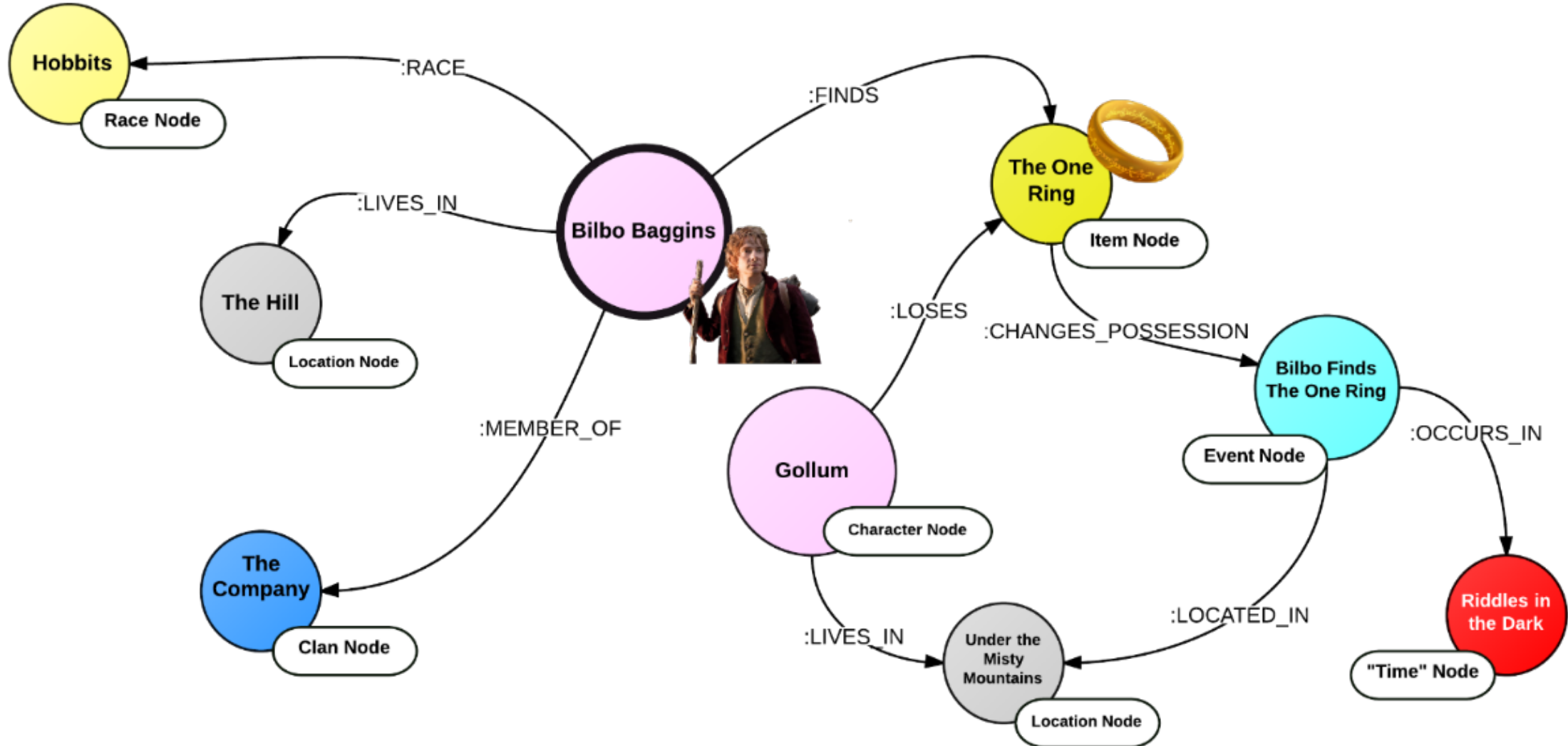


# Graph Database = Understanding Relationships + Connections

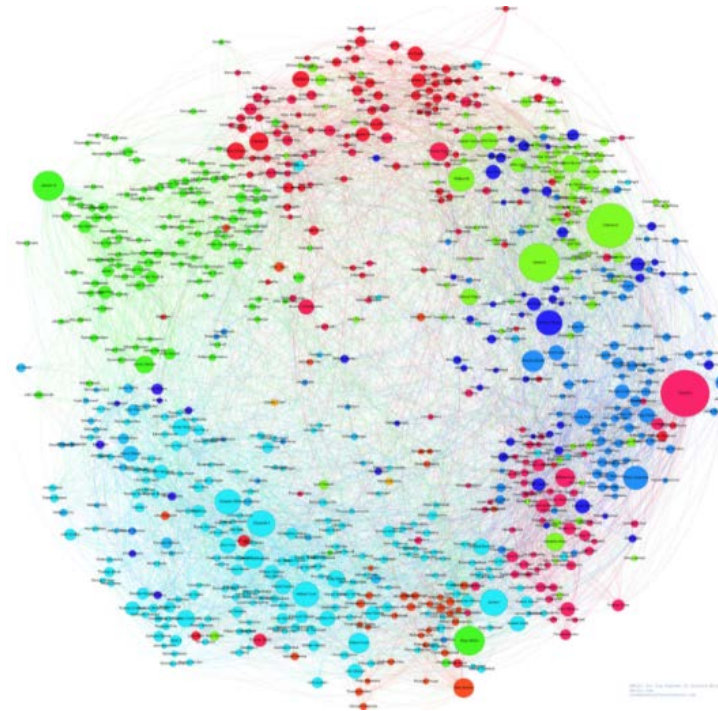
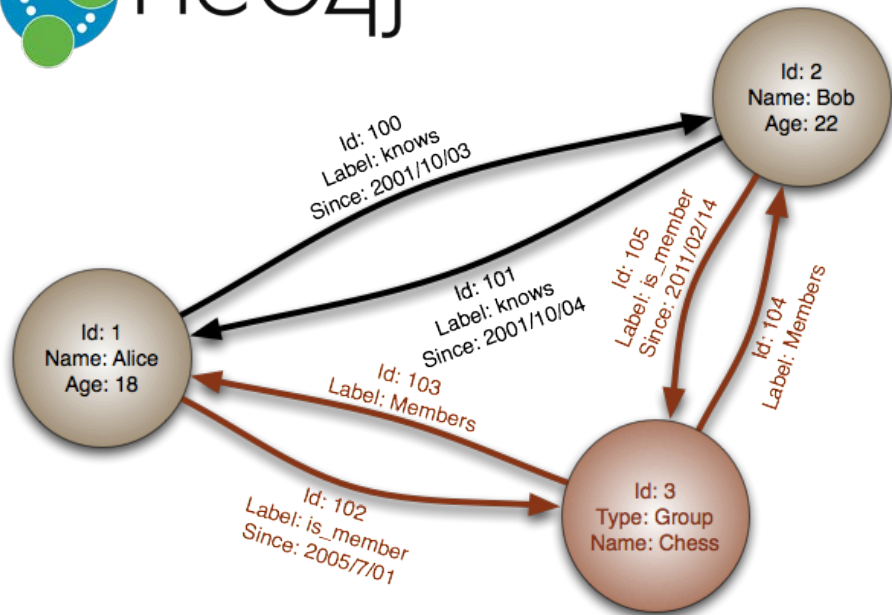


# Patron Journey Over Time

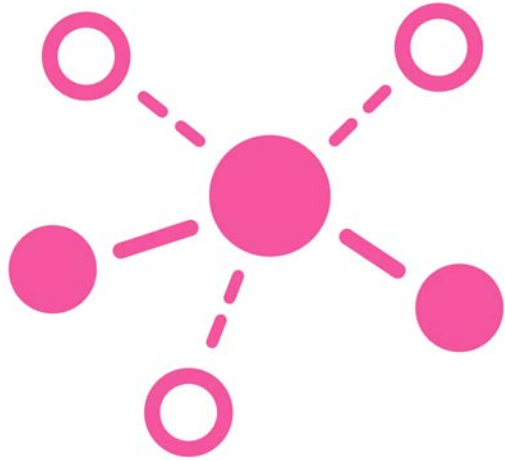
## Graph Thinking Approach to Understanding Patron Journeys



# 2017 – 2025: Evolution of User Friendly Graph Analytics



**Graph Capabilities = Mirror the *Real World* Connections to Reveal Influencer Profiles, Decision Pathways and Recommendations**



**Connected Data is Your  
Most Valuable Asset**

## **Graph Thinking + Analytics :**

### **Assessment Phase:**

Opportunities + Gaps

### **Data Capture + Privacy Issues**

### **Expanding Capabilities:**

Attracting vs Retaining Patrons;

Showing Experience Pathways

### **Foundation for the Future:**

Graph Analytics as Foundation for A.I.

Bots / Chatbots

Intelligent Assistants

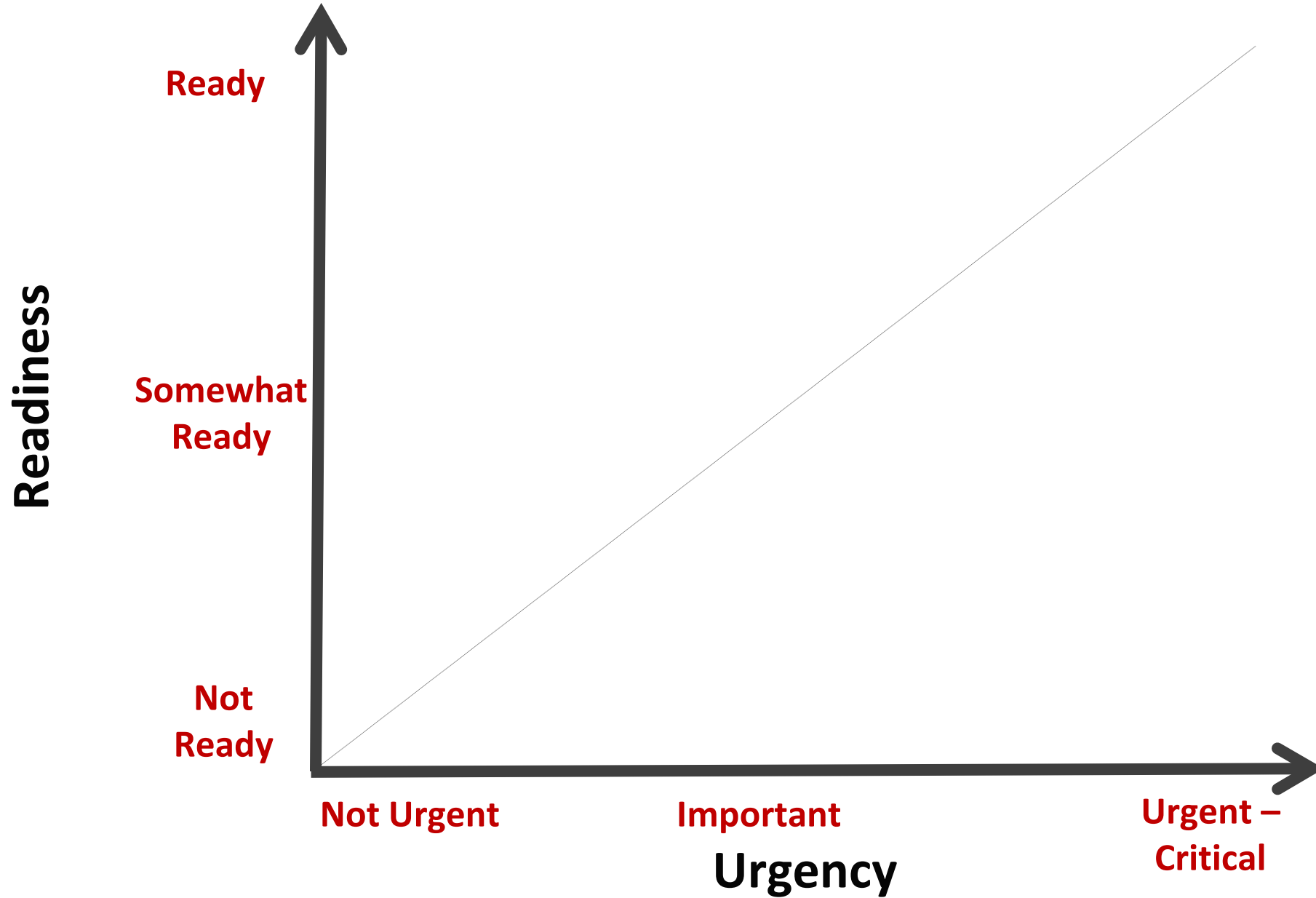


*End*



*Discussion*

# Activity: Survey Leadership + Teams on Emerging Trends



# Activity: Have Teams Write out Job Description for 2020

Skill Sets + Mindsets for the Future

**Hiring, Retaining +  
Upskilling Our Talent!**



“I” Shaped



“T” Shaped

# I-shaped Talent for Performing Arts Teams

Depth of Subject Expertise

## Encouraging Depth of Skills that...

- Are in demand
- Looks great on a resume
- Industry or domain-specific
- Shows discipline + commitment

# T-shaped Talent for Performing Arts Teams

## Broad set of Skill Sets & Mindsets

### Depth of Subject Expertise

#### Encouraging Breadth of Skills that...

- ❑ Appeal to organizations hiring *learners*
- ❑ Embraces curiosity amidst uncertainty
- ❑ Shows desire to integrate solutions

- Service/Experience Design
- Data Science
- Design Thinking
- Visual Communication
- Ethnography
- New Digital Literacies  
(*e.g. Working with A.I.*)
- Leadership
- Values / Ethics
- VR + AR Storytelling
- Entrepreneurship
- Behavioral Economics
- Sociology / Demographics
- Foresight

**Thank you!**

**Garry Golden**

**[garrygolden@gmail.com](mailto:garrygolden@gmail.com) (Two Rs)**



**Learn More...**

**[garrygolden.com/Feb16](http://garrygolden.com/Feb16)**

