

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 a video post from Instagram. At the top left is the profile picture of 'aviavital' and the text 'aviavital • 1 month ago'. At the top right is a '+ Follow' button. The video frame shows a man in a dark suit playing a mandolin, with violinists in the background. A white play button is centered over the video. In the bottom right of the video frame, the text 'InstaConcerto I. Overture' is visible. Below the video is the caption: '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'. At the bottom left are icons for views (1,021) and comments (19). At the bottom right is the Instagram logo.

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

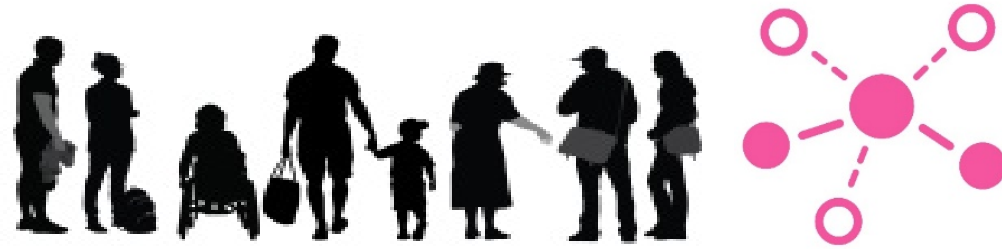
▶ 1,021 views 💬 19 comments Instagram

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

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

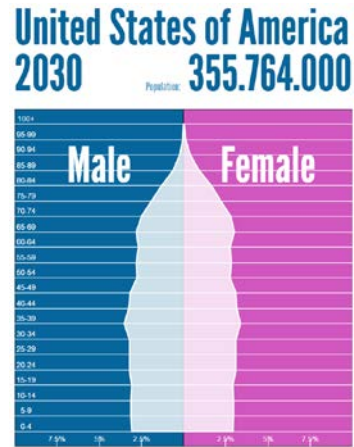


Drivers of Change



Discussion

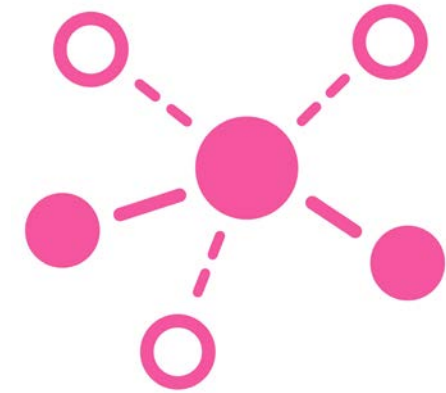
Drivers of Change 2017 – 2030



Demographic Destinies



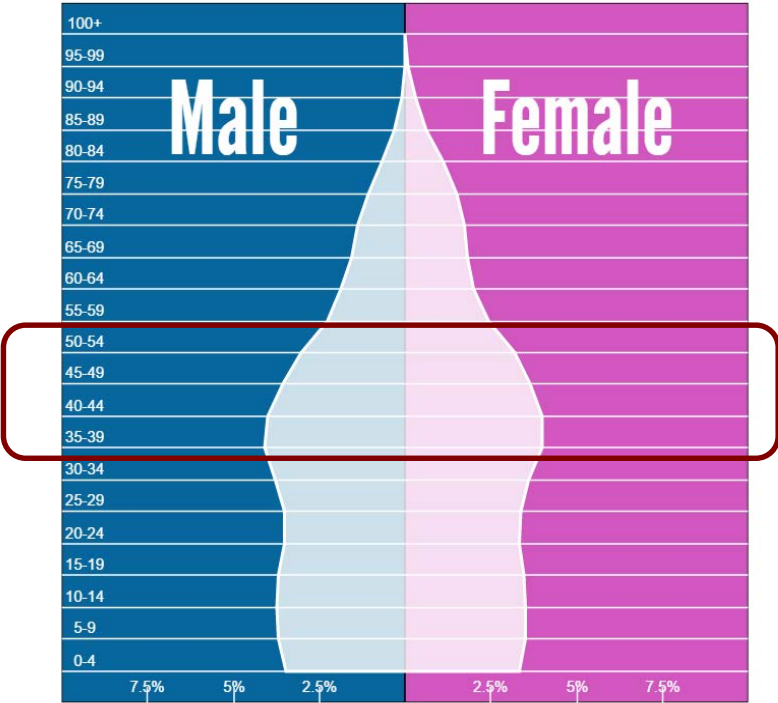
Place Matters



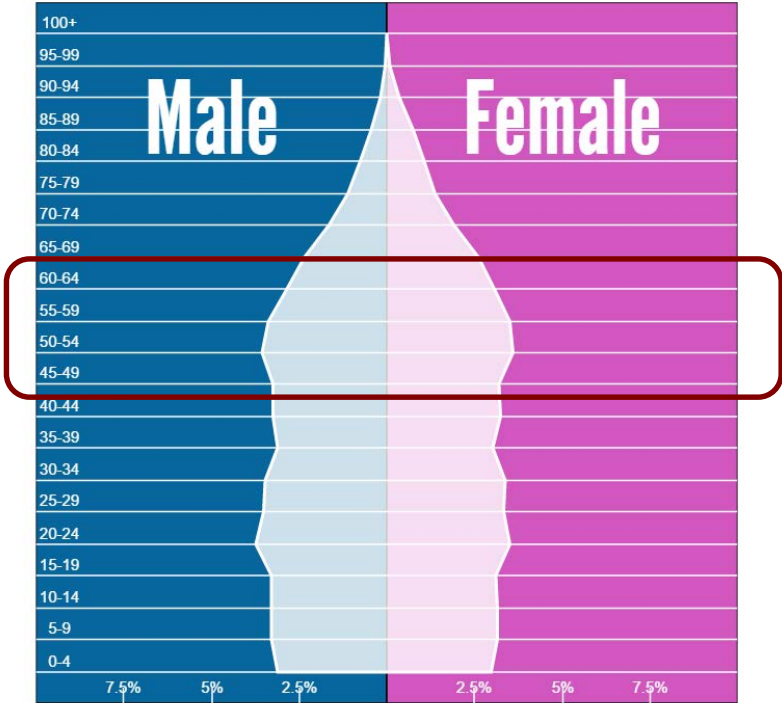
Connected Data Driven Experience Design

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

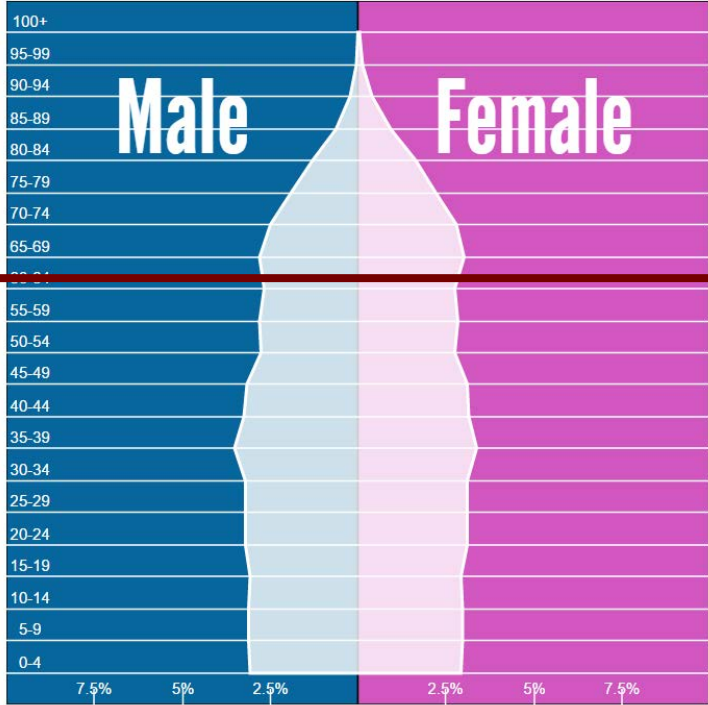
United States of America
2000
Population: 282.895.000



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

71MM

65+ pop.

Spending

By 2015

60%

wealth

40%

consumer spending

Regional Dynamics

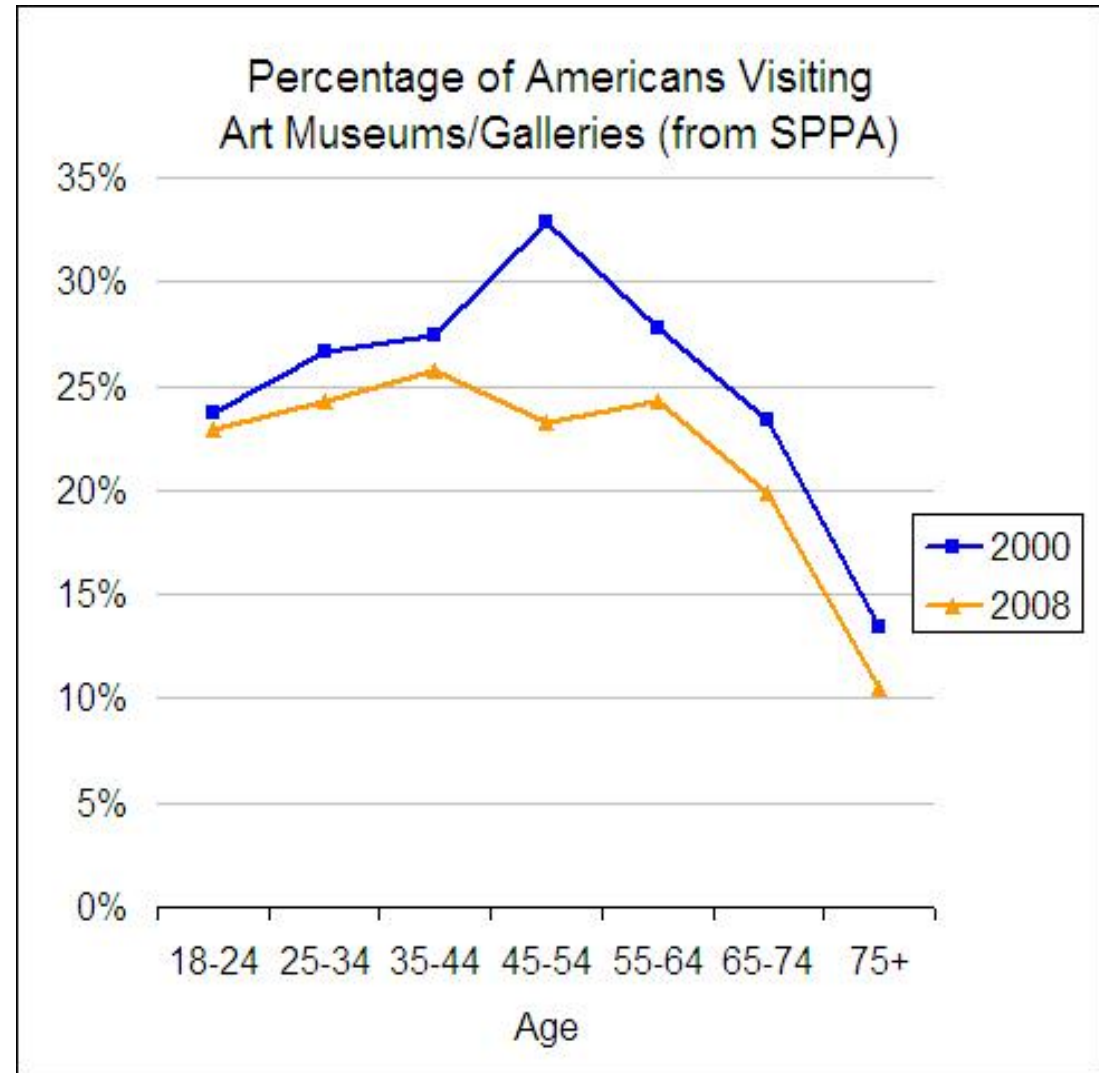


**Cleveland
Clinic**

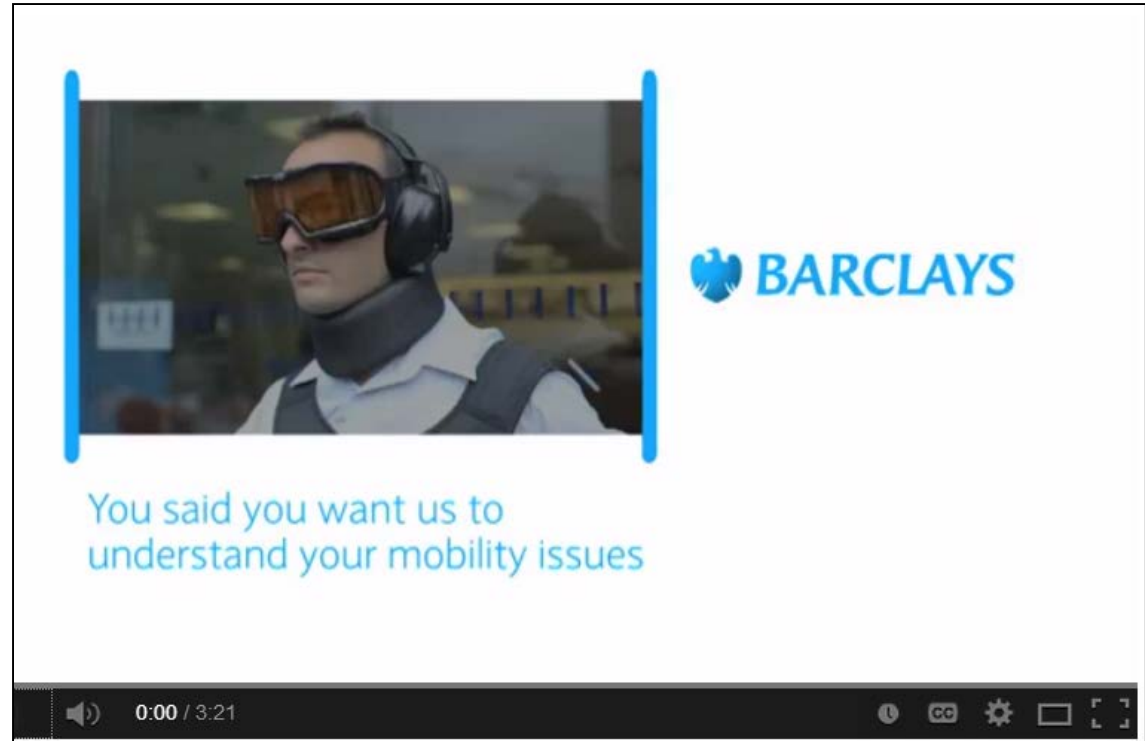
Risk: Engagement Drop-off

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)

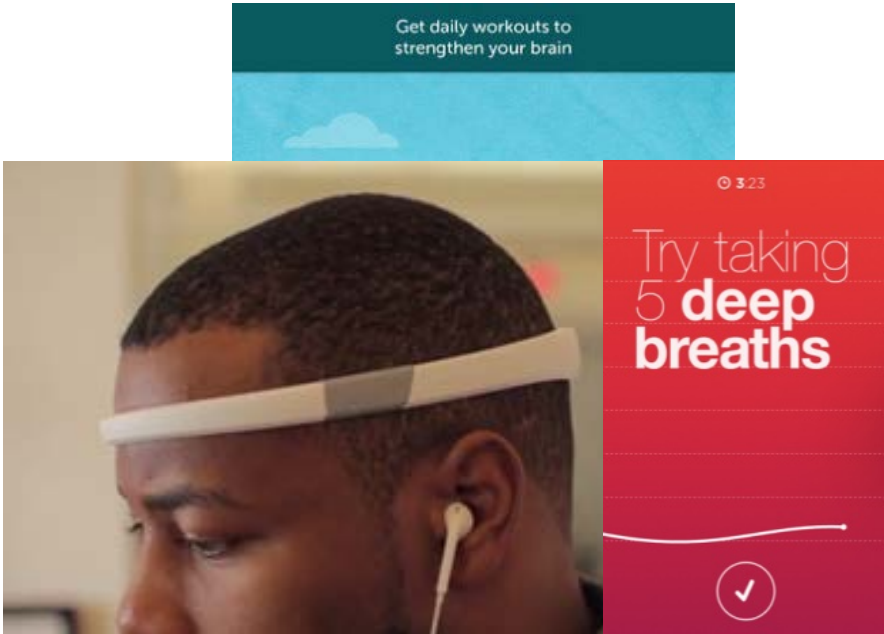



Risk: Meeting a Widening Spectrum of Experience Needs



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



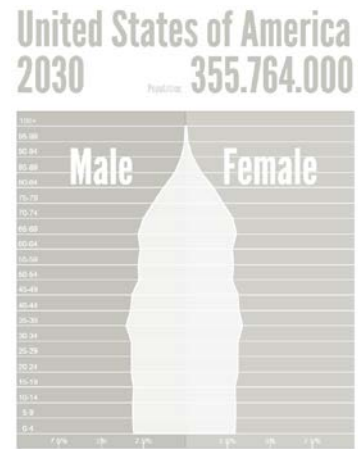
Equity + Social Justice

Involve my Children

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



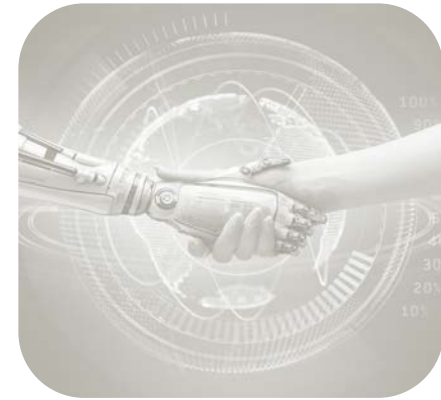
Drivers of Change 2017 – 2030



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

“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 #museumhack
pic.twitter.com/UQjz1Qmag9



Escape the Room | NYC

Escape Rooms



Room Scale Virtual Reality

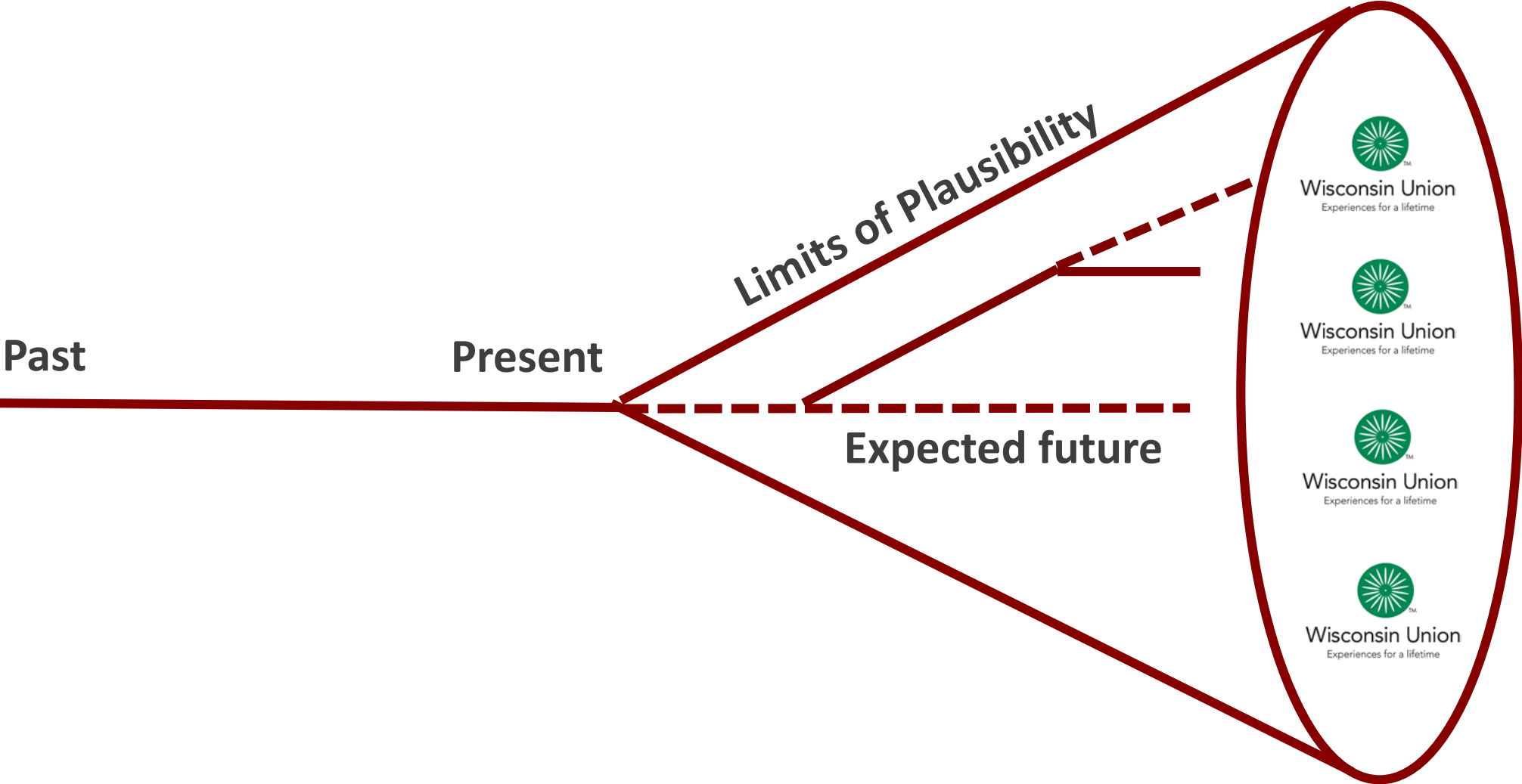


Digital Fusion

Seamless Transactions



Future of Place

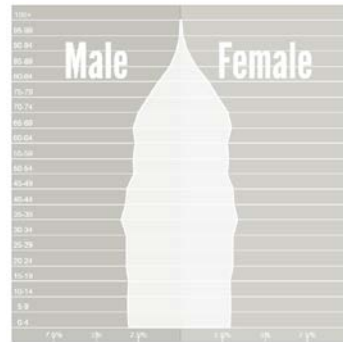


**How are you rethinking
'place' based innovations?**



Drivers of Change 2017 – 2030

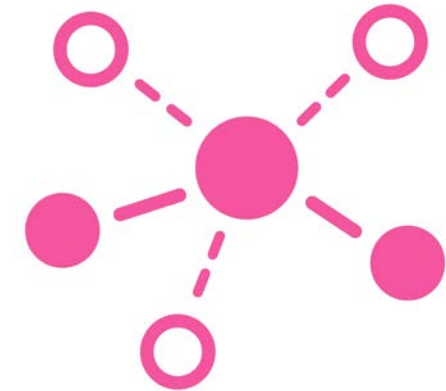
United States of America
2030 Population: 355.764.000



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).

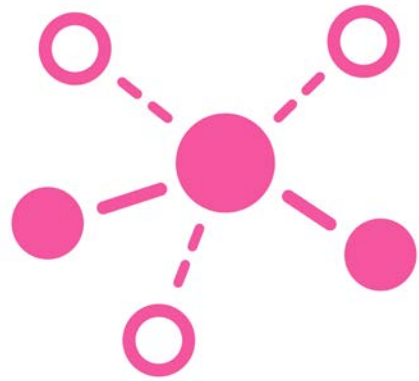
Inevitability of Dealing with the *Creepy vs Compelling Line* at the..

The logo for the Performing Arts Center is displayed in a multi-colored font (blue, green, red, yellow, green, blue, yellow, 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**

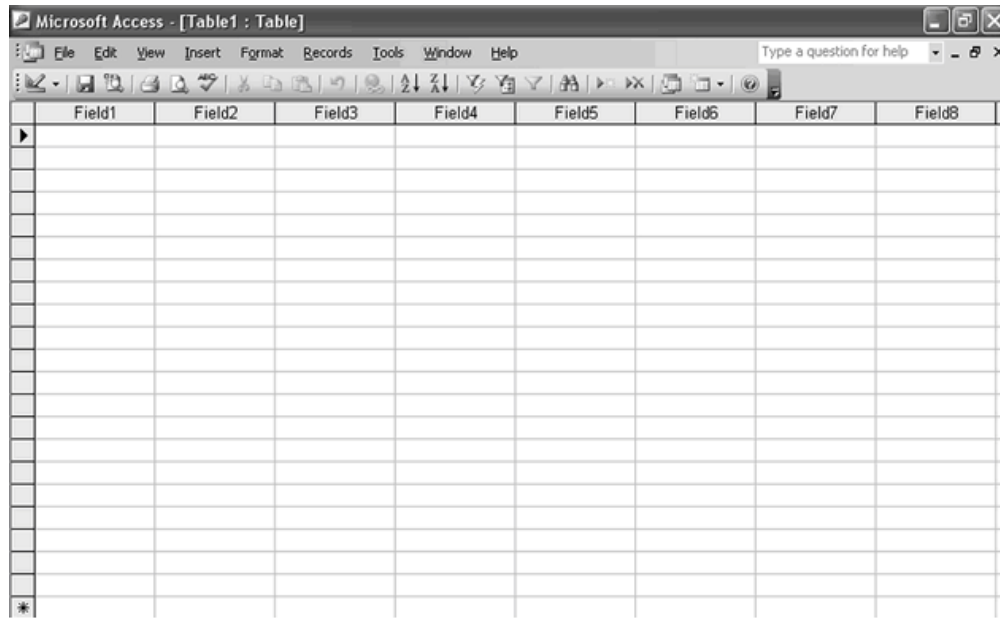


**amazon
echo**



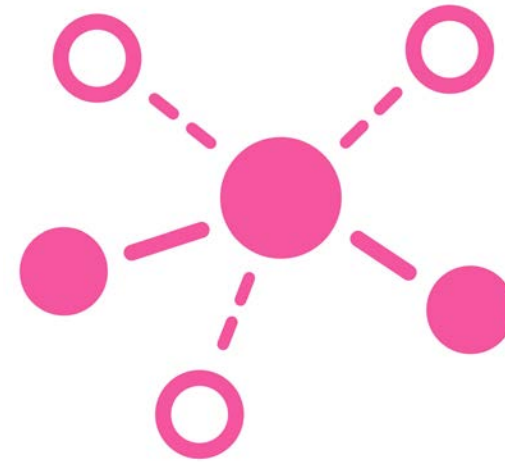
**Hype or Hope of
Bots + Intelligent Assistants***

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.

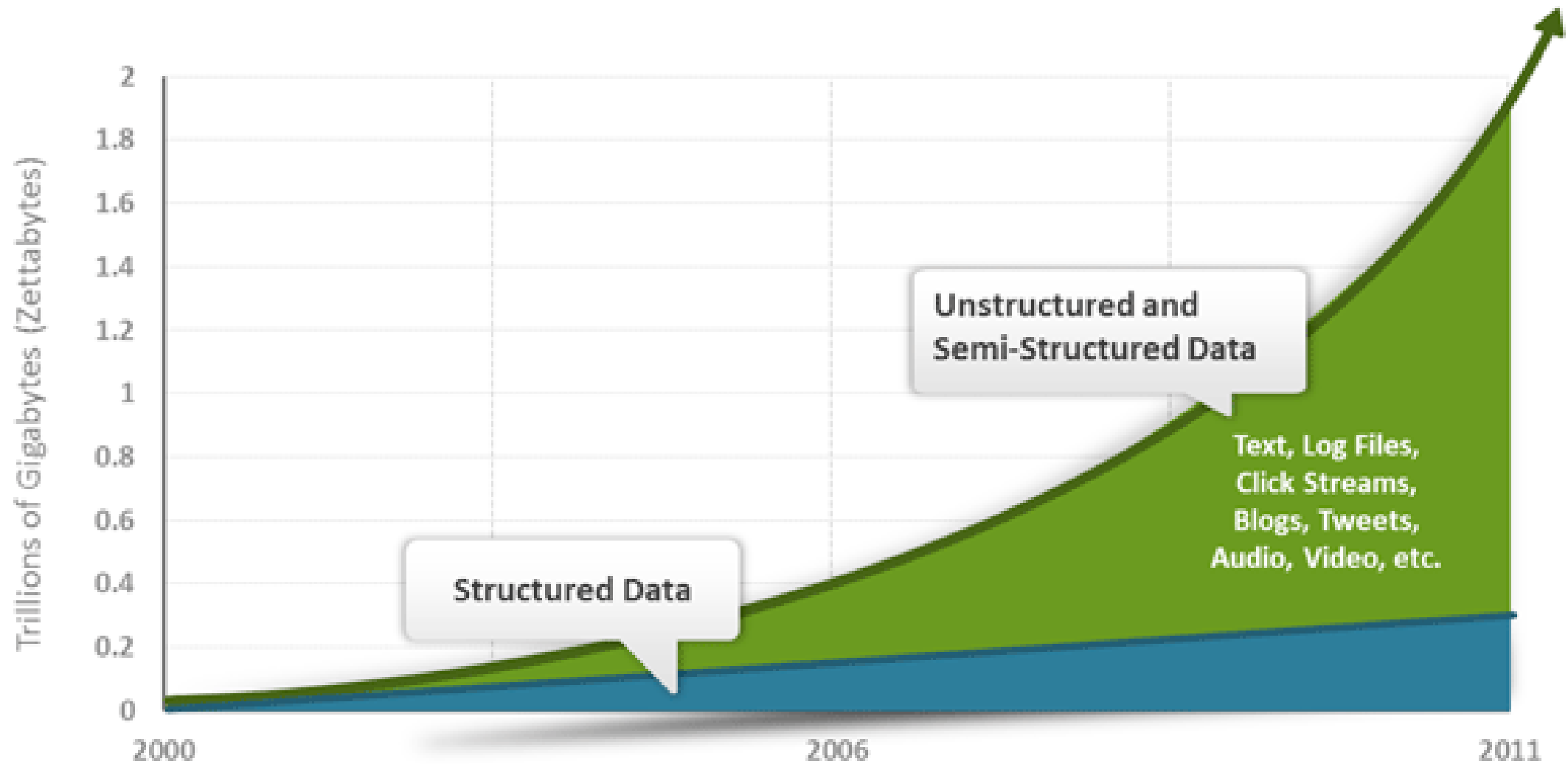
Tables = Past



Graph Thinking = Future

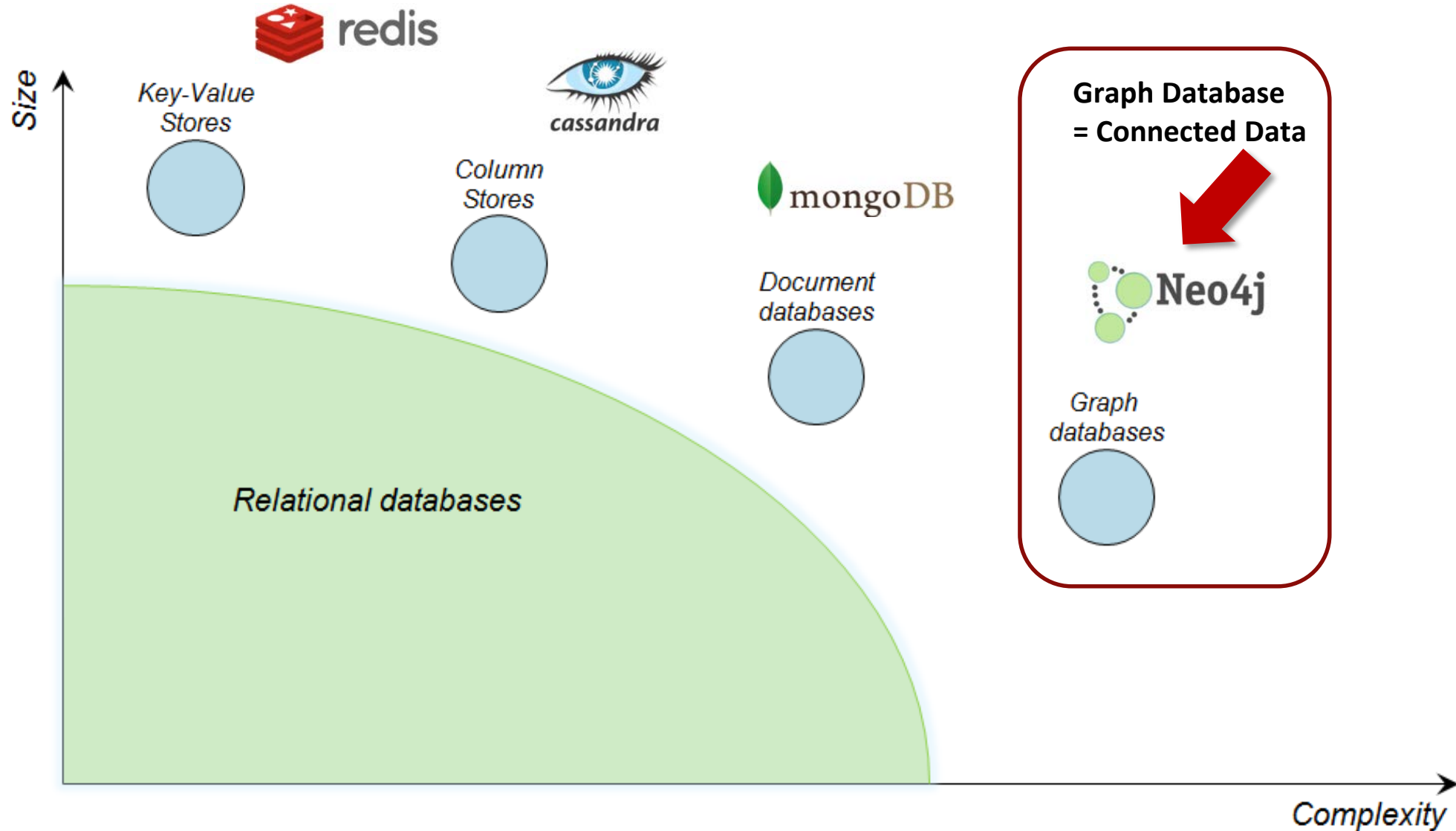
What is Happening?

Connecting Dots to a Growing Spectrum of Data

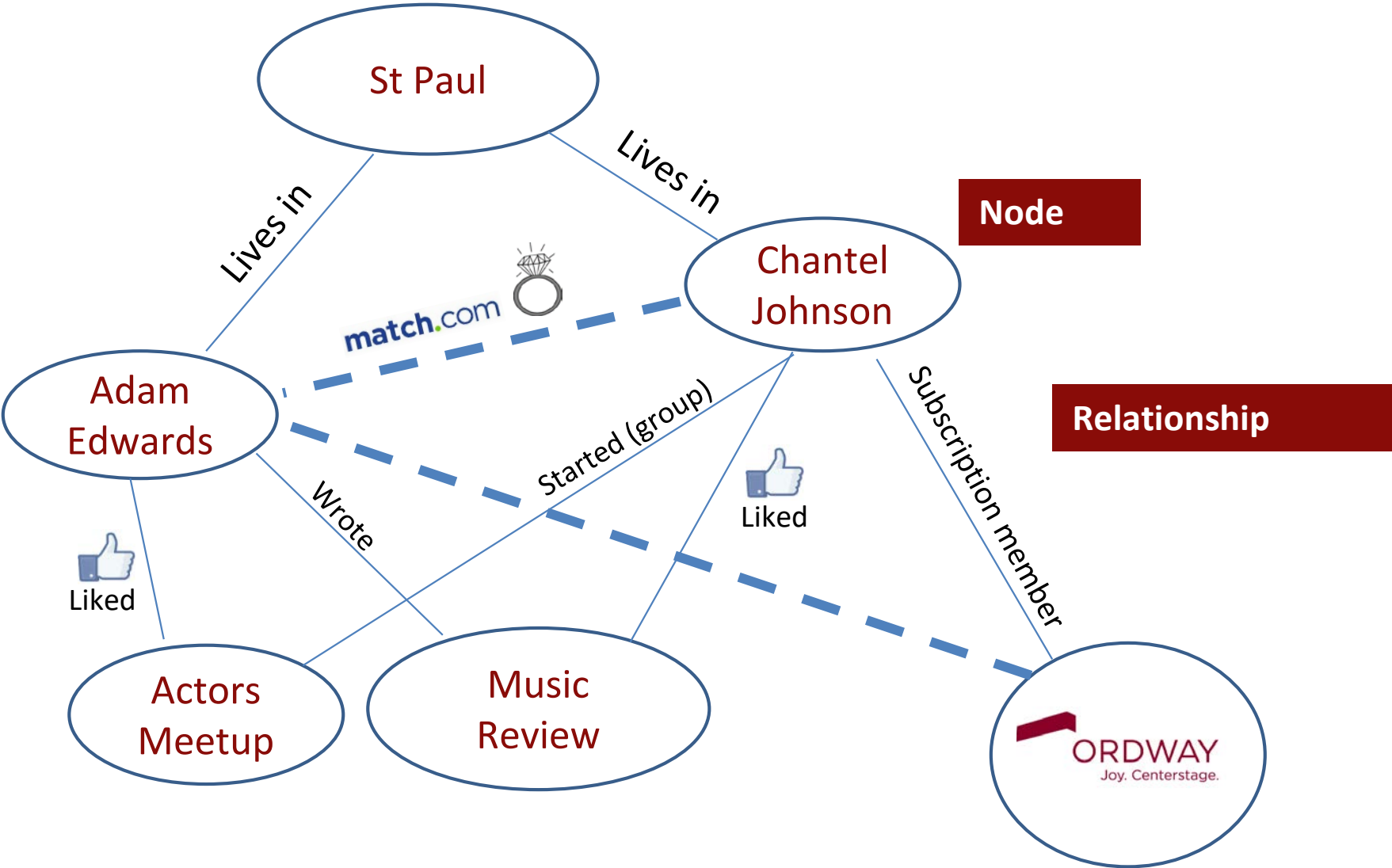


Source: IDC 2011 Digital Universe Study (<http://www.emc.com/collateral/demos/microsites/emc-digital-universe-2011/index.htm>)

We are moving beyond rows & columns (SQL Tables)

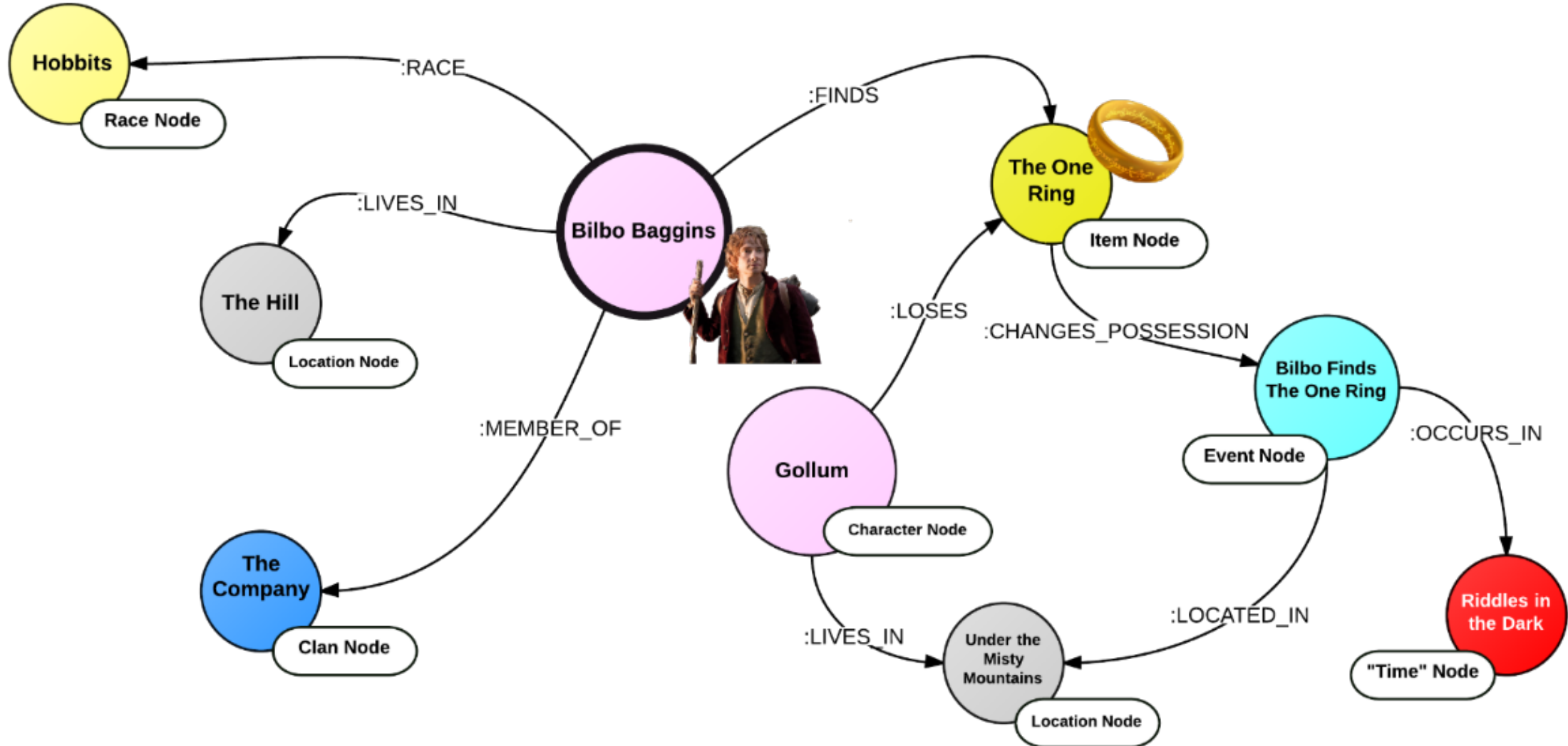


Graph Database = Understanding Relationships + Connections

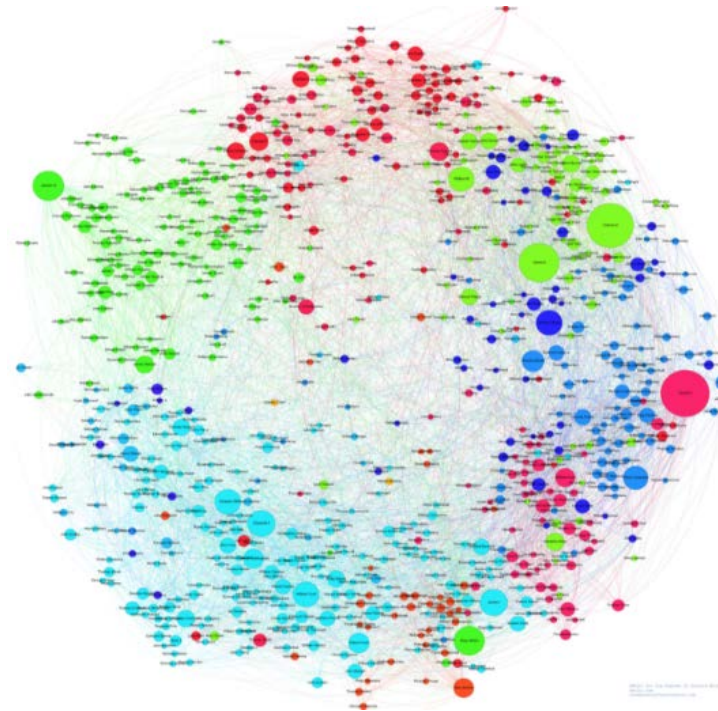
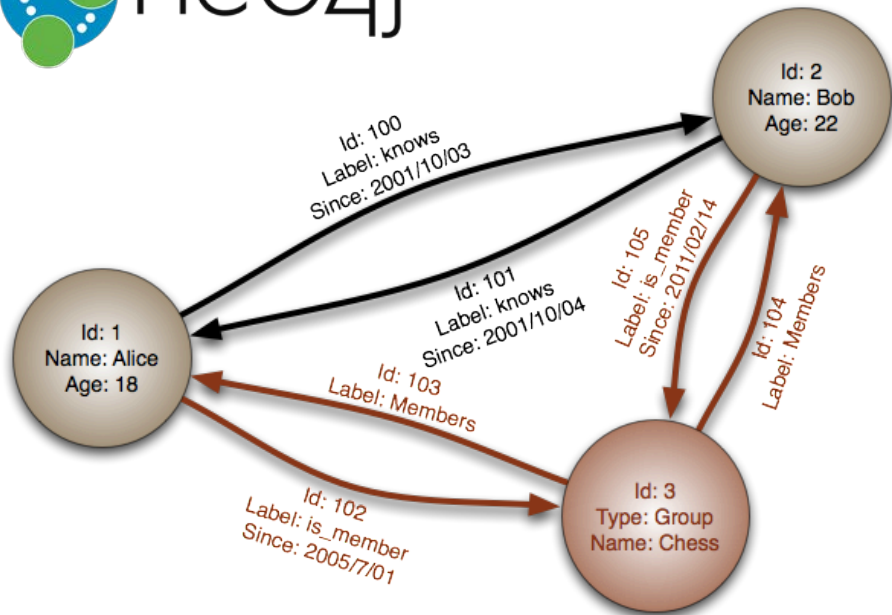


Patron Journey Over Time

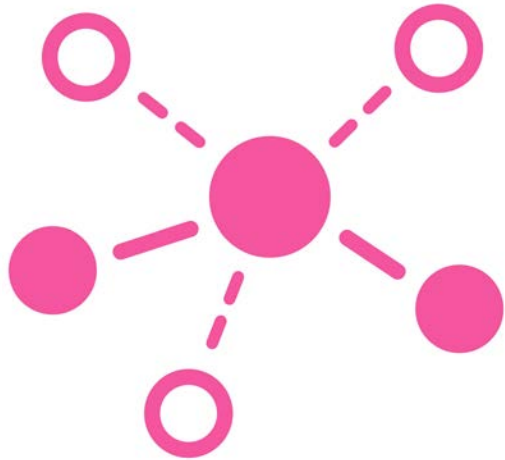
Graph Thinking Approach to Understanding Patron Journeys



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

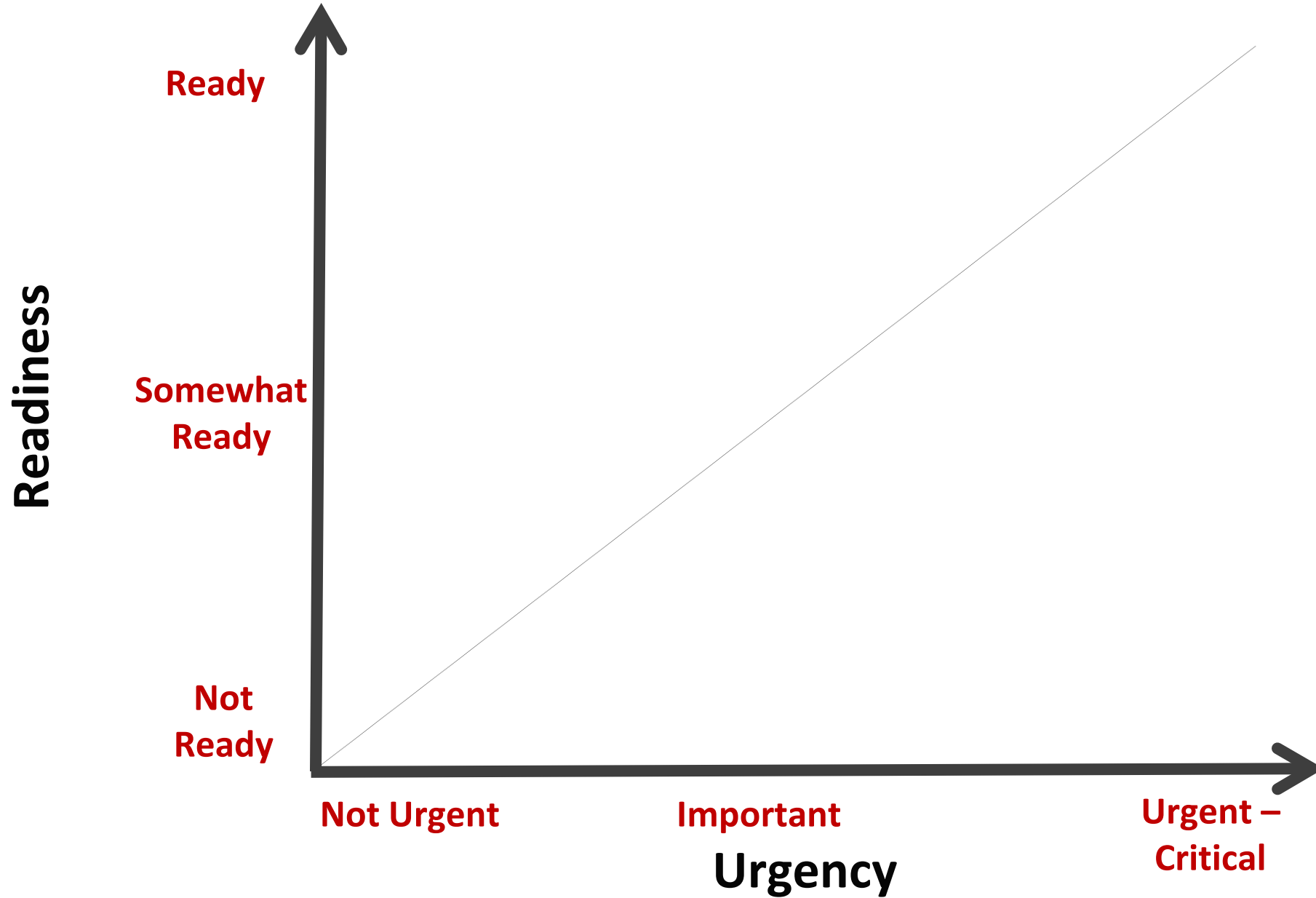
Intelligent Assistants

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 (Two Rs)



Learn More...

garrygolden.com/Feb16

