

# Jasmin Vardimon

**Jasmin Vardimon's new 'Alice in VR Wonderland' experience launches this weekend in partnership with The Arts Council England and McArthurGlen Designer Outlet Ashford**

*Step out of the ordinary and into the unexpected, fantastical and fearless world of **Alice**, premiering at Boing Festival this August Bank Holiday weekend*



*Photo credit: Ben Harries*

**Thursday 26<sup>th</sup> August (for immediate release)**

**Alice** is Jasmin Vardimon Company's first immersive Virtual Reality experience, based on Lewis Carroll's famous story 'Alice in Wonderland'. The experience is a re-imagined take on the famous tale, presented through the filter of Jasmin Vardimon's unique creative process. In this new performance, the audience will follow the supremely talented dancers of Jasmin Vardimon Company to encounter the story of Alice as they've never experienced before. Audiences will feel up close and personal with the performers in a magical, multi-sensory adventure and be completely immersed in a stunning VR Wonderland.

This new way of presenting dance has been brought to life thanks to commissioning partnerships, including a significant contribution from McArthurGlen Designer Outlet Ashford, which comes at a vital time when the arts and creative industry reopens after a challenging time due to the pandemic. This support is the next stage of an ongoing partnership between the centre and dance company which launched in 2019 with a pop-up space within the Ashford Designer Outlet, providing a creative hub for dance and culture.

**Alice** premieres at Boing Festival, University of Kent, Canterbury on Saturday 28<sup>th</sup> August for a sold-out two-day residency. The audience will be invited two at a time into a specially designed pop-up venue for the 15 minute experience. Comfortably seated and using a virtual reality headset, the audience will be immersed in a spectacular 360-degree Wonderland, following Alice on her adventures and meeting the famously weird and wonderful characters along the way.

This innovative new project has been made possible with the support of Arts Council England, McArthurGlen Designer Outlet Ashford, The Gulbenkian Theatre, Kent County Council and Dance East.

**Jasmin Vardimon, Artistic Director of Jasmin Vardimon Company:** *"We are excited to present this new virtual world to audiences at bOing festival. Creating this immersive 360 artwork is a new adventure for us, and we are grateful for the support received from our commissioning partners for making our first virtual reality performance possible."*

**Peter Corr, Centre Manager of McArthurGlen Designer Outlet Ashford comments:** *"Myself and the team at McArthurGlen Designer Outlet Ashford are thrilled that we can continue to develop our partnership with the Jasmin Vardimon Company and to support the local community. The arts industry is a vital part of the area and this VR experience will offer some new and exciting entertainment for those lucky ticket holders to enjoy this Bank Holiday weekend."*



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