

Jasmin Vardimon

# ALICE

IN VR WONDERLAND



AUGUST 2022

94% OF ATTENDEES  
RATED THE EXPERIENCE  
AS EXCELLENT/GOOD

92% OF ATTENDEES ARE  
NOW MORE LIKELY TO  
SEE ALICE LIVE

460 YOUNG PEOPLE  
PARTICIPATED IN  
WORKSHOPS & GROUP  
VISITS

## DOWN THE RABBIT HOLE

TOURING THE MCARTHURGLEN DESIGNER OUTLETS

*ALICE in VR Wonderland* is Jasmin Vardimon Company's first immersive virtual reality experience, based on Lewis Carroll's well-known story *Alice in Wonderland* (1865). The experience is a re-imagined take on this timeless tale, presented through the filter of Jasmin Vardimon's unique creative process.

Starting its journey at McArthurGlen Designer Outlet Ashford, the tour travelled across the UK to all seven McArthurGlen Designer Outlets, spending approximately 10 days in each location, bringing dance theatre to new audiences.

Audiences were invited into a specially designed lorry for a 20-minute experience. Comfortably seated and using virtual reality headsets, audiences were immersed in a spectacular 360-degree wonderland, following Alice on her adventures as she meets the characters from the much-loved children's tale.

Audiences felt up close and personal with the talented performers of the Jasmin Vardimon Company in a magical, multi-sensory adventure and were completely immersed in a stunning VR Wonderland.

### MCARTHURGLEN UK LTD COMMENTS:

"We were thrilled to develop our partnership with the Jasmin Vardimon Company through a new and exciting nationwide experience after the success of their pop up space at Ashford Designer Outlet.

The tour created something unique for our guests to experience and the response to ALICE from students within the arts industry across England and Wales was extremely positive. To be able to show the production to guests who have not been able to access this was a first for us and was very well received.

The arts industry will remain a sector which as a brand we're committed to support and we were honoured to help bring this incredible artform to centre guests at McArthurGlen Designer Outlets."



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**ARTS COUNCIL  
ENGLAND**



## AUDIENCE DEMOGRAPHIC

*ALiCE in VR Wonderland (AVR)* was experienced across seven UK McArthurGlen Designer Outlets with 23% attending in Ashford, the home of Jasmin Vardimon Company (JVC). 90% of attendees pre-booked and 10% of attendees were walk-ins. 41% of all attendees were under the age of 19 and highlights the project's significant reach to young people.

As well as completing a preliminary questionnaire to see *AVR* attendees were sent a digital feedback form. The results showed that 64% of attendees had not experienced work by JVC before and 85% had visited the McArthurGlen Designer Outlet previously. 88% of attendees visited the Outlet specifically to see *AVR* whereas 11% visited to go shopping and 2% to work. For 52% of attendees, this was their first time experiencing VR. 74% of attendees rated their experience as excellent and 92% are more likely to see a live performance of *ALiCE*.

## WRAPAROUND ACTIVITY

As part of the *AVR* McArthurGlen tour, JVC delivered 32 *ALiCE* inspired engagement activities to young people. This included 23 movement workshops at schools, dance schools, universities, colleges, SEND groups and arts organisations, as well as 9 group visits to experience *AVR* at the McArthurGlen Designer Outlets. 460 young people participated in these activities with 370 participating in workshops.

Through these outreach activities, JVC have made new connections with schools and organisations, as well as continued relationships with others. In addition to paid workshops, we offered a free workshop to a local school or arts organisation in each region to give young people access to arts activities who may not have those experiences otherwise.

## EMPLOYMENT & ASPIRATION

For the McArthurGlen Designer Outlet tour, JVC employed three *AVR* Hosts and a Project Manager to oversee the tour from start to finish. Three young people were employed as Hosts who had recently graduated from JVC's Professional Development Programme, JV2. Therefore, we were able to continue to develop our talent pipeline and give young people professional experience in the dance sector as well as the opportunity to gain experience in workshop facilitation. George Perez, one of the Hosts, was the recipient of the McArthurGlen Designer Outlet JV2 bursary. Additionally, Georgia Kingsman, the Project Manager was a local early career producer, who we could support in her career development.

George Perez and Georgia Kingsman attended the same local school of which their dance teacher and several current students visited the Ashford Designer Outlet for *AVR*; this was especially exciting for those students to meet school alumni working locally within the arts. Since *AVR* the Hosts have been employed by JVC again to facilitate workshops and Host the experience in multiple projects nationally and internationally, and the Project Manager has started a new role as an Assistant Producer for another dance company.

## LEARNINGS & DEVELOPMENT

To develop the wraparound activities for the *AVR* McArthurGlen tour, JVC researched and developed workshop material using a 360 camera in the Jasmin Vardimon Pop Up Space. This period of research and development fed into the activities that took place in each region, as well as broadened the company's creative learning programme and strengthened connections with local schools.

Throughout the tour, the Project Manager and Hosts documented their learnings which included:

- improved technology troubleshooting and problems solving skills
- awareness of accessibility for young children
- the importance of visibility and location of the lorry for attracting walk-ins
- as a free experience, audiences may not attend their slot
- communication with all involved is essential for ensuring accessibility via the wheelchair lift
- more POS and advertisement prior to the event at the outlet increased awareness (e.g., York)



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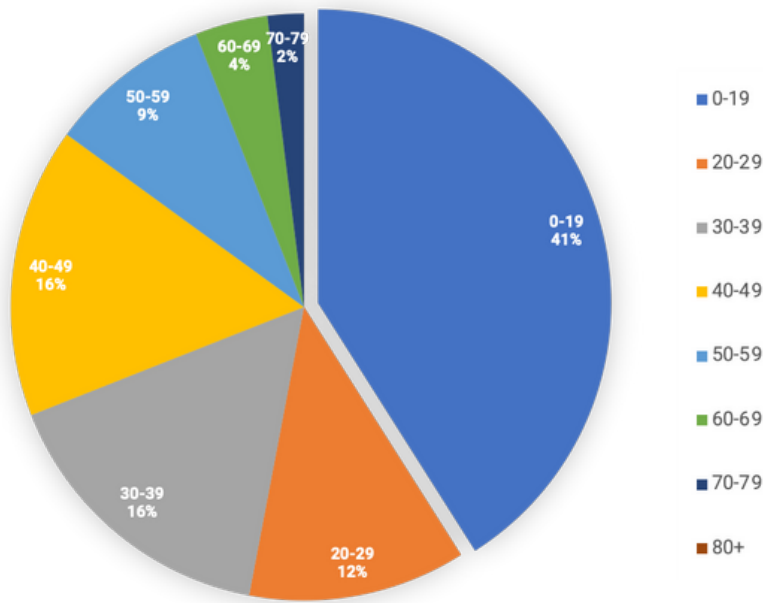
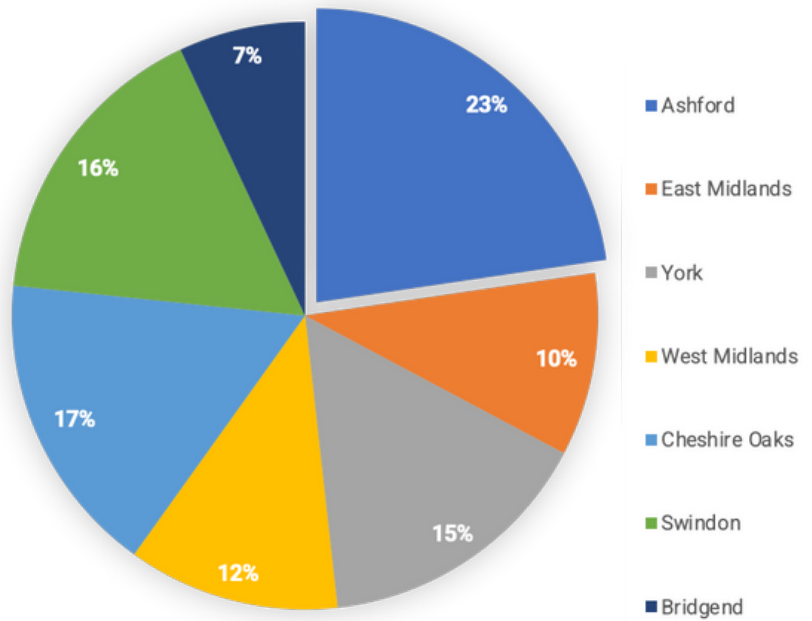
University of  
**Kent**

Institute of Cultural  
and Creative Industries

**iCCi**

**DANCE  
EAST**

# Audience Distribution across McArthurGlen Designer Outlets for ALiCE in VR Wonderland



# Ages of ALiCE in VR Wonderland Audience Members

# Audience Postcode Distribution across McArthurGlen Designer Outlets for ALiCE in VR Wonderland

- Ashford
- East Midlands
- York
- West Midlands
- Cheshire Oaks
- Swindon
- Bridgend

