A PLUGGED-IN LIVE THEATER PERFORMANCE
HOW AN AUDIENCE DIRECTED A SHOW WITH THEIR PHONES

Folly theater

DO YOU WANT THE CURTAIN CALL SONG TO BE *THERE'S NO BUSINESS LIKE SHOW BUSINESS* OR *PUTTIN' ON THE RITZ*?

SHOW BIZ   RITZ

CHECK YOUR PHONE...

Katie Smith @ksmith
My burlesque stage name is LACY ALLNIGHT. #CenterScreen
thecenterscreen.com

TONIGHT'S STAR
LACY ALLNIGHT
BACK   NEW NAME
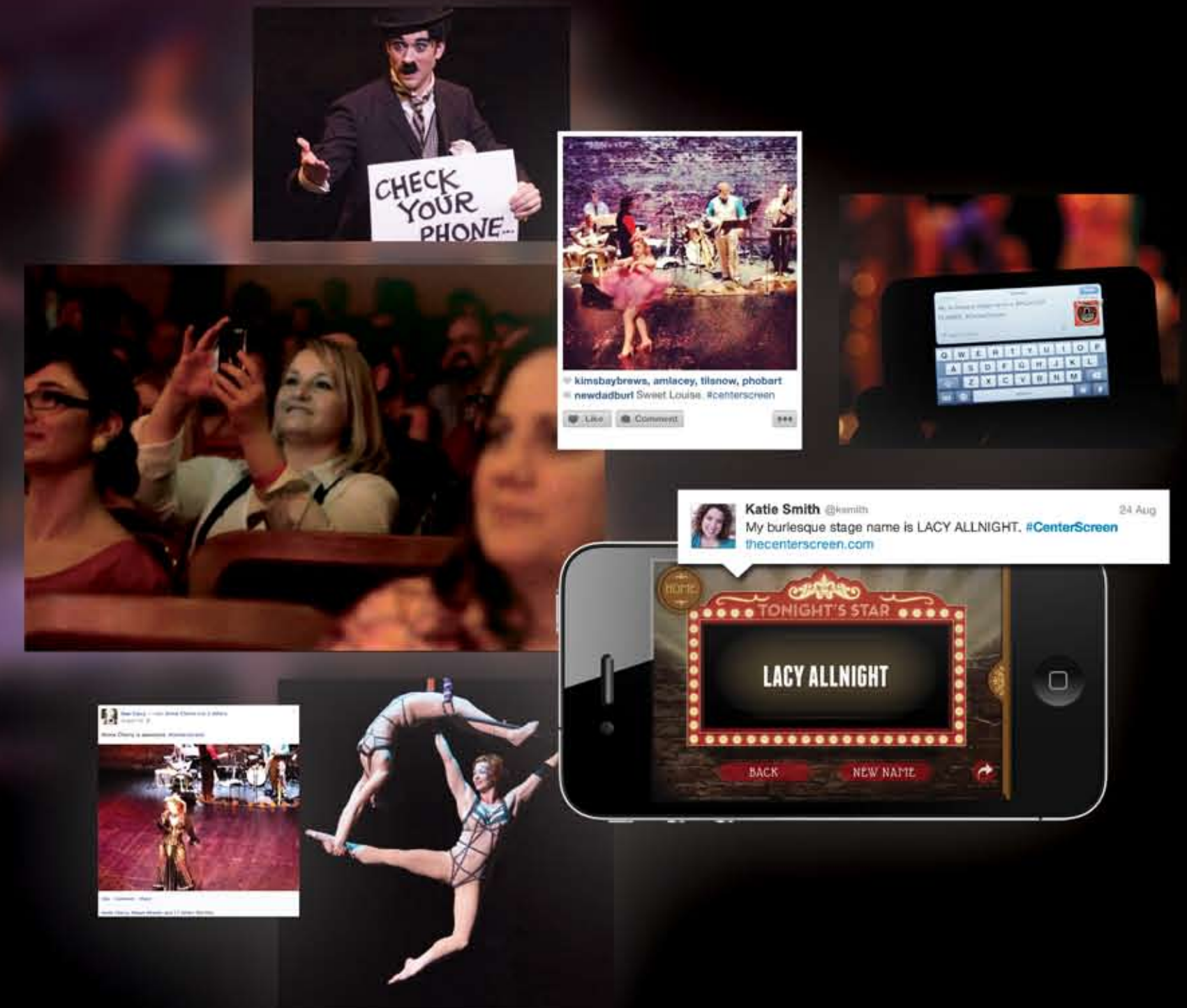
IDEA

The Folly Theater needed to attract a new audience — one addicted to their phones. Rather than making them turn their phones off, as theaters always do, we had them use their phones to direct the action on stage.

IMPLEMENTATION

After downloading the app, attendees could learn about the performers and theater, vote on show elements and see the results play out live.

The audience determined songs for the band, costumes and props for performers and how much clothing a burlesque dancer removed during a peep show.

They also participated in a burlesque name generator and helped shine a virtual spotlight. Plus, every moment was shareable, building buzz for the theater.