



## Interactive Creativity



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"What defines Interactive?"

As a content creator at [Photon](#), my job involves making video that sticks out by any means possible. On Sunday, August 8th, an unusual performance opportunity presented itself and I dove right in. I certainly didn't expect to become fully immersed as a performer in an interactive theater experience involving leading a death march, playing party music with the audience and signaling the death of a main character through song from the recesses of a 150+ year old building.

Starting August 12 and running until September 25, a theater troop known as the "[We Players](#)" is putting on William Shakespeare's *Romeo and Juliet*, the tragic love story that we have all known since our childhood. However, I guarantee that nobody has experienced a show quite like this before. *We Players* has a unique perspective on theater and their primary goal is connecting the audience through active participation and site-integrated performances. But what does that mean? With this group you will find no cold theaters that include a dry stage and uncomfortable seats, nor will you find a seemingly long distance between the audience members and the performers. Instead, the group uses different historical sites as their theatrical canvas. *Romeo and Juliet* plays at the Petaluma Adobe State

Historic Park, which includes the historic adobe home of General Vallejo during the mid-1800s. They use the entire space, which means that the actors perform scenes within the house, in the courtyard, in an open field, on the ranch nearby, and throughout the grounds. The audience moves with the actors and between scenes an original score by composer Charlie Gurke is played by a band to influence the mood. After being a direct participant as a band member, I was struck by how natural this display of theater felt and asked myself why more theater companies have yet to adopt some of these interactive methods.

What connection does this have to me as a content creator at [Photon](#)? We always look to make the audience more engaged and whenever speaking to new clients, we focus a significant portion of our time understanding the audience and strategizing on how to connect best with them. For the We Players, this meant having the audience dance along with cast members during the Capulet's ball while the band played a roaring salsa piece. For video this means approaching the right audience, giving them content that makes sense and being honest with messaging. My experience with We Players re-enforced that with a little creativity and interactivity, the audience can be held captive by their senses. We can learn from this experience and enrich our work as video creators. Know the audience, know your message, create interactive content and tell your story.

~Matthew Ebisuzaki

Producer, Musician



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Great perspective - enjoyed reading

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so glad you joined our R&J team, Matthew. Thanks for writing about the experience.

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