Q thequality.com

What's the Story?
Wednesday 18 February, 2.00 – 5.00pm
The Princess Anne Theatre
BAFTA, 195 Piccadilly, London, W1J 9LN?

One event in the BAFTA Interactive Festival will be **What's the Story?**, produced and chaired by Michela Ledwidge. This event will look at the state of the "interactive story" and its influence on contemporary art and culture. What has worked, what has failed and why is the dream still alive? The session will explore ideas on how to open up interactive media to a non-gaming audience, and how storytellers use interactivity to reach out to new audiences. Interactive developments influencing the film and game industries will be discussed including Sampling Culture, Pre-visualisation, Online Communities, Interactive Fiction and Machinima.

The event will put storytelling craft in the spotlight and will be a unique opportunity to hear leading creatives, on both sides of the film/game divide, talk about their work and give their perspectives on the future of narrative. The event examines "empathy versus agency" and how film and game creators increasingly work in tandem.

A panel of renowned film-makers and game designers will talk candidly about how their two worlds make use of interactive media and how they, as individuals, relate to it for their own creative processes. Current professional use will be compared to grassroots creativity by audiences. Newly emerging forms of storytelling, stemming from films and games, will also be examined.

The second half of the event will be a Q&A session where the audience can put questions to the panel. Machinima visuals, a real-time 3D world controlled by puppeteers, will be used as a light-hearted backdrop to the debate, depicting the panellists and the story worlds with which they are associated.

The event will be produced by thequality.com, in collaboration with Strange Company, the organisation at the forefront of Machinima.