

Video application as an intertwining agent for different mediums

The UK-based Blast Theory, a performance company with a solid theatre background, has created the fiction-based application *Karen*. The application gives new interpretation possibilities for the work, not only by involving different media tactics such as the branching narrative characteristics of video games, but also by taking the medium of cinema and twisting it into a video call format, which slowly turns into a fake-documentary involving self-experimentation.

My hypothesis is that this interactive video application, with its making use of a multi-layered intermediality format, is challenging its viewers' cinematic experience towards the medium by reframing a coach-client situation with the help of a predefined storyline. This challenge is made possible by involving a socio-cultural layer, which has references not only to a coaching situation but also to psychological tests, combined with the medium of portable devices such as smartphones and tablets. Through these, the application creates a theatrical situation, and involves telepresence as a new viewing format, re-enacting a treatment situation in a virtual communication system, with text messages and live calls in random time sets. The process of the spectatorship gradually takes over a participative attitude, as the viewer begins to figure out what kind of changes she needs to adopt in order to create her experience-based story within the application. It is also important to point out that the missing diegetic character of this interactive video app is due to the gender and the biased character of the life-coach. The production uses the gendered transmediation tactic to slowly reveal the 'moody' character of the protagonist to create the feeling of a personalized emotional connection between the viewer and the coach character.

BIO:

Ágnes Karolina Bakk (1986) graduated from Theatre Studies and Hungarian-Finnish Department at Babes-Bolyai University, Cluj, later acquired her MA degree in Theatre Studies from Károli Gáspár University, Budapest. In 2015 she was member of the organizing committee of IETM Budapest meeting responsible for the new technology sessions. She is the founder of the performing arts&new technologies blog: zip-scene.com and is currently a PhD student at Moholy-Nagy Art and Design University in Budapest. She is currently a member of the research project *Rethinking Intermediality in Contemporary Cinema: Changing Forms of In-Betweenness* led by Ágnes Pethő (Sapientia University, Cluj). Her latest publication: How Interactivity is Changing in Immersive Performances. In: *Interactive Storytelling. ICIDS 2017. Lecture Notes in Computer Science*, vol 10690. Cham, Springer.