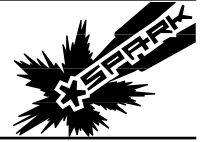

*spark audio-visual

- a/v production and performance
- vj systems development



services » introduction

the commercial and cultural projects toby harris aka *spark have engaged with have impacted the world stage. it was with *spark that communication and design agency imagination implemented arguably the most ambitious use of vjing in the corporate sphere yet seen, realising a new paradigm of communication between the ford motor company and their customers. five years prior to that, it was *spark who co-founded the international vj network avit, leading to vj events worldwide including two prestigious uk festival and symposiums that attracted significant arts council funding. this document outlines the areas where you can have that expertise working with you.

services » commercial

*spark is available for contract and freelance work in the following areas:

- production and performance of custom audio-visual content
everything typically related to vj and a/v practice, including: production of film and motion-graphic shots using traditional techniques; collaboration with musicians and sound designers; creation of beat / sound-design / music driven collage; delivery as offline edit / live performance
- supply of rendered content created using generative, reactive and vj techniques
production of motion graphics in contexts where a manual keyframing approach is undesirable, typically taking a branding style or visual concept and creating an audio-reactive composition that is used to create multiple takes .
- configuration of vj systems
creation of systems that meet the creative and technical brief, typically configuring apple mac hardware and vidvox software with the particular control, mix capability and output needs, such as midi/dj controls, touchscreens, spatially arranged multiple outputs, led wall controllers...
- development of bespoke vj systems
typically combining the above with custom code, such as user-generated content back-ends (eg. sms to screen) or extension of existing software to meet the creative brief with custom effects or dynamic content display.
- development of interactive video systems for installations or tours
applying bespoke vj system technologies to defined environments to provide a black box solution. eg. taking a live pa s midi data or the multi-instrument audio of a live band to feed a vj setup built into the touring rig; devising an autonomous or sensor-led video system to meet an artist s concept for an installation.
- consultancy on vj and a/v matters
the reason i work in this space is that it is progressive, exciting and with lots of potential. it hasn t stabilised to a state where you could just do a quick web-search and know whats-what, which is why i offer consultancy: we re all in this together, realising the potential project by project. there also aren t too many people around who combine an arts and science background, product design training and a deep understanding of the vj scene .

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-



services » cultural

*spark is available for opportunities developing and promoting vj and a/v culture, such as:

- performing 'live cinema' sets
 - solo: *rbn_esc* » *urban escape*, a groundbreaking 45 minute audio-visual performance that invites the audience to construct narrative and cultural critique through a series of characters and scenarios. see www.sparkav.co.uk
 - with *narrative lab: story collector*, a hour long vj mix with electronica soundtrack based upon the character blake as he constructs his inner world from the one he finds around him. see www.nlab.org.uk
 - also of note: *autometa* by paul mumford, whose motion graphics form the story collector and is part of the *narrative lab*. see www.labmeta.net
- presenting on vj related topics
 - *live cinema and vjs*
 - *vjing and post production*
 - ...suggest a topic, put me on a panel, there s lots to talk about.
- teaching vj skills
 - *vjing 101*
 - *quartz composer introduction*
 - *quartz composer and vdmx for performing a fusion of video and generative imagery*
 - *creating custom capabilities for vdmx live setups, ie quartz composer, unix, applescript, image kernels*
 - *ableton and vdmx for sophisticated live audio-visual production*
- involvement with organisations and events
 - i was chairman of avituk ltd when we organised the acclaimed week-long 2005 vj festival and symposium held in the custard factory, birmingham. so there s some pedigree here; i m interested in things; get in touch.*

services » hiring

in short, please get in touch with a description of the project and we can take it from there.

- for suitable arts-based work fees appropriate to funding are charged.
- for freelance work standard production daily rate and performance daily rates appropriate for the audio-visual / media industries apply.
- for larger projects, teams can be assembled and fees will depend on the nature and scale of the project.

to get things started phone toby on +44 797 491 4725 and email lab@sparkav.co.uk with an outline and any relevant documentation. thanks!