



Industries Network - Sheffield

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**DR ALEX KELLY**

**THE DISTRACTION AGENTS AT SOUTH  
YORKSHIRE CULTURAL AND CREATIVE  
INDUSTRIES NETWORK – SHEFFIELD**

# KNOWLEDGE EXCHANGE FRAMEWORK DATA COLLECTION

February 2023

The University's Research & Enterprise Service has requested information on knowledge exchange and engagement with the public and communities. Please complete the form below and return it to Professor Simon Morris ([S.DC.Morris@leedsbeckett.ac.uk](mailto:S.DC.Morris@leedsbeckett.ac.uk)) and Dr Tina Conkar ([t.conkar@leedsbeckett.ac.uk](mailto:t.conkar@leedsbeckett.ac.uk)) by **21 February 2023**.

Many thanks for your support with information gathering for this submission.

<b>Name:</b>	Dr Alexander Kelly
<b>Job Title:</b>	Reader in Theatre & Performance
<b>Email:</b>	<a href="mailto:a.kelly@leedsbeckett.ac.uk">a.kelly@leedsbeckett.ac.uk</a>
<b>School:</b>	LSA

Please use the template below to detail information on all projects you have undertaken since 1 January 2019 that involved public and community engagement. Please use one form per project.

<b>Project Title:</b>	<i>The Distraction Agents</i> at <b>South Yorkshire Cultural and Creative Industries Network – Sheffield</b>
<b>Project Date(s):</b>	March 2022
<b>URL Link to Project:</b>	<a href="https://www.showroomworkstation.org.uk/workstation/creative-network/blog-sheffield">https://www.showroomworkstation.org.uk/workstation/creative-network/blog-sheffield</a>
<b>Brief Description of Project</b> (250-1000 words max.)	
In the field below please give a brief outline of the project and what it entailed.	
South Yorkshire Cultural and Creative Industries Network hosted a networking event at the National Video Games Museum, Sheffield, in March 2022. A number of speakers were invited to talk about recent projects involving audience interaction and game play, including Luke Whittaker, the founder of State of Play, Leah Dungay from The NVM itself, and Ben Carlin, creative director of VR company Megaverse.	
Dr Alexander Kelly was invited to give a presentation about working interactively with audiences, notably with Third Angel's game / puzzle / video, immersive experience, <i>The Distraction Agents</i> . Dr Kelly talked about the development of the ideas in the work, from the theatre pieces	

*O Grande Livro Dos Pequenos Detalhes* (Má Criação, Rio De Janeiro 2015) and *The Department of Distractions* (Third Angel, Newcastle 2018) into ‘a play at home’ experience, allowing the audience different levels of engagement through instruction videos, gamebooks, puzzles, correspondence and real-world tasks.

This was followed by a panel discussion with the other presenters.

<p><b>Organisations Engaged with:</b> Please list the names of any organisations engaged with, such as Schools or Community Groups.</p>	<p>South Yorkshire Cultural and Creative Industries Network  The National Video Games Museum</p>	<p><b>Total participants:</b> Please give an approximate figure for the number of people who engaged with your project.</p>	<p>60</p>
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<p><b>Knowledge Exchange Outcomes:</b> If relevant, in brief, please describe any knowledge exchange outcomes such as new approaches to working with a community.</p>	<p>This talk, and the event as a whole, recognised that interactivity with audience is built into the design of the experience, by artists, rather than led by (digital) technology.</p>
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**Quotes**  
In the field below please include any relevant quotes that you would like to share which evidence the knowledge exchange and engagement your project received.

“The evening also featured an overview from Alexander Kelly, co-artistic director of theatre company Third Angel, of several immersive projects he’s been involved with. This included Distraction Agents, which he described as a combination of “a game, a story, a puzzle and a story in a box” that audiences explore in their own homes and environments. “

**Images**  
In the field below please include any relevant images you would like to share.



Cultural and Creative Industries Network - Sheffield