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DR ALEX KELLY

THE DISTRACTION AGENTS

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) and Dr Tina Conkar (t.conkar@leedsbeckett.ac.uk) by **21 February 2023**.

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

Name:	Dr Alexander Kelly
Job Title:	Reader in Theatre & Performance
Email:	a.kelly@leedsbeckett.ac.uk
School:	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.

Project Title:	The Distraction Agents
Project Date(s):	June 2021 – January 2023
URL Link to Project:	https://thirdangel.co.uk/shop/products/the-distraction-agents
Brief Description of Project (250-1000 words max.)	
In the field below please give a brief outline of the project and what it entailed.	
<p><i>The Distraction Agents</i> is a game played by the participant/audience members, where they are trained to work for The Department of Distractions. It is both a puzzle game and an immersive experience where players go undercover in their own lives. It can be bought to be played yourself, or sent to an unsuspecting recruit as a gift. Over the five 'days' of puzzles, players are set creative/personal challenges, have to work out a code, and have an overarching plot to work out, all of which is designed to encourage them to look differently at the world around them.</p> <p>Kelly created the characters of Paladin, Daphne, Lockhart and Freya for the play <i>The Department of Distractions</i> (Third Angel & Northern Stage, 2018), and the performers developed their roles for this 'sequel' project. Kelly is co-lead artist on the project overall, overseeing the development of the text for the short films and the published objects in the resource pack that participants receive through the post. Kelly also took the photographs and drew the illustrations that are integral to the resource pack, and is the correspondent behind the majority of the fictional email addresses that players can interact with.</p>	

Conceived by Alexander Kelly & Rachael Walton
Devised & written by the Company

Performed by:
PALADIN: Umar Butt
LOCKHART: Nick Chambers
DAPHNE: Stacey Sampson
FREYA: Rachael Walton

Films Directed by Brett Chapman & Rachael Walton
Dramaturgy by Stacey Sampson
Camera, sound & edit by Brett Chapman
Art Direction by Bethany Wells
Stage Manager & Covid-19 Officer Louise Gregory

Published Objects designed by Alexander Kelly, Rachael Walton & Bethany Wells
Sound Consultancy by Heather Fenoughty
Publicity Design by Wayne Gamble
Stills by Brett Chapman and the Third Angel team

Executive Producer: Hilary Foster
Executive Director: Laura Holmes
Projects & Communications Co-ordinator: Jonathan Fry
Administrator: Samantha Turner
Digital Marketing Manager: Helen Varley
Digital Consultant: Holly Close
Additional PR: Michelle Thomas

<p>Organisations Engaged with: Please list the names of any organisations engaged with, such as Schools or Community Groups.</p>	<p>Third Angel Youth Forum Third Angel's Future Makers Sheffield Hallam University BA Performance Students</p>	<p>Total participants: Please give an approximate figure for the number of people who engaged with your project.</p>	<p>1,000</p>
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	all engaged with different versions of the project.		
<p>Knowledge Exchange Outcomes: If relevant, in brief, please describe any knowledge exchange outcomes such as new approaches to working with a community.</p>	<p>The experience consists of: a box of puzzles and materials that arrive through the post, email correspondence, the website of a cover organisation (Delphine Apollinaire Glove Makers) and 13 short films (2-3mins), in which performers/Department staff give the players instructions and advice. The project specifically aims to send a creative experience that is different for each participant to people's homes/lives.</p>		
<p>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.</p>			
<p>“...This experience is top quality. The videos were all of a high production value and starred actors who felt compelling in their delivery of their story. Everything in the package was also quality, and the reward for completing the experience was a nice little keepsake...” ReviewTheRoom</p> <p>“Imaginative. Resourceful. Tenacious. The way she smiled made me believe those things of myself....But this wasn't just a puzzle, it was a story...” BeckyBeckyBlogs</p> <p>“We could tell you all about Distraction Agents but we'd probably then have to have you killed. Suffice to say, this is a very well put together escape room-style puzzle game...” Board'sEyeView</p>			
<p>Audience Responses: “Thought-provoking, fun, unusual, addictive... there's so much in here to enjoy and experience... we really enjoyed the combination of an immersive story and interactive elements, all packaged up physically and visually in the most delightful way. Bravo!”</p> <p>“We REALLY enjoyed the whole thing. It was lovely to have something to do that used our brains AND was fun.”</p> <p>“Great mix of puzzles; the package and materials were very appealing and really enjoyable to interact with.”</p> <p>“...a proper interactive experience that is accessible, fun to immerse yourself in and innovative. It is something you can do on your own but is much more enjoyable with other people. It's a game. It's a show. It takes as long as you want to commit to it and there are some moments of interaction that makes the entire project sparkle.”</p>			

“Fun, different experience, amusing, interesting, playful, thought provoking, changed the way we look at things”


“I loved it - pure escapism, focus and classic problem solving that truly distracted me from the stress and anxiety of the outside world!”

Images

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








**“You don’t know what you’re
capable of until you come
to work with us.”**

THE DISTRACTION AGENTS



**“This is essential
work and not for the
faint-hearted.”**

THE DISTRACTION AGENTS

**“If you’re anything
like me, you’re here
because you’re
curious.”**

THE DISTRACTION AGENTS



“A story can change the world. That’s your responsibility. That’s your power.”

THE DISTRACTION AGENTS

