

# Ed Cookson – The Sancho Plan Presentation 2008

**ED COOKSON** is the founder and director of **The Sancho Plan**, the audiovisual band fusing animation, music, gaming, technology and performance to produce unique live shows and installations. Since premiering their show at London's National Film Theatre in 2005, The Sancho Plan have performed throughout the world at venues and festivals including Ars Electronica (Austria), The Big Chill (UK), Burning Man (US), and headlining the recent Future of Sound nationwide tour, organised by Martyn Ware, founder of The Human League & Heaven 17. Having been nominated for a BAFTA for his work in the videogames industry, and winning the Sundance Online Festival's 2004 People's Choice award for his collaboration with tokyoplastic.com, Ed has a deep interest in exploring the potential of interactive and immersive entertainment technologies – an interest particularly shared by the film and music industry as they strive to attract audiences in the 21<sup>st</sup> Century.

His interactive audiovisual presentation introduces audiences to the work of The Sancho Plan, as well as discussing both his inspirations from history and his thoughts on the future of animation, film, music and videogames. The subject matter can be tailored to suit a wide range of potential audiences – from the young to the old, from the technologically-minded to the interested novice.

## PRESENTATION OUTLINE

- Introduction to The Sancho Plan (including videos of their unique interactive live audiovisual performance)
- A brief look at some examples from the rich artistic and scientific history of approaches to exploring the combination sound, vision and technology:
  - o Pythagoras' Music of the Spheres
  - o Sir Isaac Newton's studies of the relationship between music and light
  - o Louis-Bertrand Castel's "Colour" Organ
  - o Wagner's "total artwork" - traditionally separate branches of art that could be combined to create an experience that is more than the sum of its parts.
- Videos and live interactive demonstrations of The Sancho Plan's approach through examples of their cutting edge audiovisual work



- Potential development for the future, including live demonstrations of new work-in-progress technology. Current research includes:
  - o Working with ground-breaking 3D sound and visual systems to create more immersive experiences
  - o Developing new modified instruments to control the audiovisual system
  - o Capturing live data using sound analysis and real-time motion capture
  - o Actively engaging the audience directly in the show
  - o Exploring wireless and LAN data transmission
  - o Implementing new technologies to refine stage, lighting and costume designs

- Immersive Entertainment: the 21<sup>st</sup> Century challenge for the movie and music industries
  - o Morton Heilig's 1950's Sensorama - "The cinema of the future."
  - o IMAX & Simulator Rides
  - o The Matrix
  - o The latest Hollywood productions - Beowulf (2007), James Cameron's Avatar (2009)
  - o Thoughts on the future



- Q & A on the The Sancho Plan technology hardware & software, and advice and discussions on developing interactive and immersive entertainment in the studio or at home.

## BIOGRAPHY

After studying Human Sciences at Oxford University Ed entered the computer games industry where for five years he honed his audio, visual and production skills making award-winning games and earning a BAFTA nomination for his audio work. He worked as a junior artist, level designer, Lead Artist, Head of Sound & Music and finally as a producer before leaving the industry in 2002 to explore his own video, music and interactive projects. Ed has since presented the work of his audiovisual collective, The Sancho Plan, at numerous festivals and clubs including broadcast on both satellite and terrestrial television. The Sancho Plan were nominated for Diesel-U-Music's best VJ award 2003 and their collaboration with designers Tokyo Plastic won the People's Choice award at the Sundance online film festival 2004. Ed has also created a BBC-commissioned stop-motion children's animation, Summerton Mill, the first series of which began broadcast in September 2005.

For over 10 years Ed has been teaching educational workshops and delivering presentations to audiences of a wide variety of ages and skill levels. As well as his informative presentations about The Sancho Plan (and his inspirations from the past and thoughts on the future of music, movies and videogames), Ed also designs and runs courses in a range of specific commercial software (such as After Effects, Premiere, Flash) and more general areas such as VJ'ing. He also gives talks on subjects ranging from the history of animation, to the impact and future of videogames.

## TECHNICAL INFORMATION

Presentation is run from a single laptop (standard VGA, screen size 800 x 600) and requires audio (stereo mini-jack).

## CONTACT

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**THE SANCHO PLAN**