

SEASONS festival takes art of digital sharing to the next level

Generate app allows concertgoers to create their own on-the-spot videos to share on social media

BY STUART DERDEYN, THE PROVINCE MARCH 24, 2015



Vancouver-based electronic duo Sabota will be part of this year's SEASONS festival.

To many tech-savvy millennials, the next best thing to being there is being able to broadcast that you were there. But posting video, galleries or what have you just doesn't have the same digital snap, crackle and view that some customized creation will with your audience.

That's why Vancouver-based event promoter Blueprint (thisisblueprint.com) and Hybridity (hybridity.ca) are partnering up at the fifth annual SEASONS festival (seasonsfestival.com) to present the live aspect of the Generate app.

The new app available for Apple and Android platforms is an audio-visual editor which allows you to create your own projection-ready videos and digital artworks. Using a uniquely responsive tool box including multiple image resolution capturing, unlimited video capturing, multiple effects, filters and screens, Generate allows users to make videos on the spot.

"Generate is an app that allows for audio-visual mobile creation," says Hybridity head Malcolm Levy. "It launched in Beta at SXSW 2014 and we have seen a pickup of around 150,000 users so far. What it enables you to do that other apps don't is that you can work

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from multiple sources, use more than one filter at a time, bring in images and sound different ways and mash it all up in the app to regenerate your own art.”

So how does this nifty bit of coded kit tie into the SEASONS Festival, a four-day-long electronic music blast with 30-plus acts at 20-plus events and six venues — including next weekend’s main event at the Pacific Coliseum with headliners Diplo (Friday, April 3) and Eric Prydz (Saturday, April 4)?

“We’ve used Generate quite a bit in the past to create custom content for our various events and festivals,” says Blueprint digital marketing manager Matthew Owchar. “In a world with endless seas of content, we have been able to use the app as a sort of trick up our sleeve to make really distinct content for Blueprint online. It made logical sense to join up forces to take advantage of a tremendous opportunity at SEASONS to move beyond music and into other areas of art.”

To that end, during the week of the festival, there will be kiosks set up at participating venues where attendees can be encouraged to use the app to produce content for the events that will be used in different ways during the run. Levy, a longtime digital artist, smiles wide at the idea of Generate-based content being projected to a central site where it can either be displayed or further mashed up and manipulated until finally finding its way onto a custom backing video wall at the Coliseum shows. Ultimately, you get a collectively produced, near real-time work of art to accompany the music.

“You can share your work in our own smaller social media zone, or upload to Facebook, Instagram and so forth,” says Levy. “The app allows for iterations never seen before in this sort of product.”

This uniqueness is on purpose. Levy says he brought in some of the most creative-minded coders and artists he knew to contribute to the product’s development, with a focus on pushing the envelope in ways he has seen in 15 years of presenting such cutting-edge events as the New Forms Festival.

Owchar says Generate’s distinct qualities have made it a perfect pairing for Blueprint differentiating itself from its competitors via digital initiatives. The company has broken audience social media records at other events and sees Generate as another way to keep the online community engaged in its event promotions and properties.

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Everyone still wants bums in seats. Even if they are virtual seats.

Check out DJ Grandtheft's [Instagram post](#) for an example of how Generate can be used.

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