

## THE AUDIENCE INVOLVEMENT SPECTRUM

### RECEPTIVE



#### SPECTATING

Spectating is fundamentally an act of receiving a finished artistic product. It is therefore outside the realm of participatory arts practice.



#### ENHANCED ENGAGEMENT

Educational or "enrichment" programs may activate the creative mind, but for the most part do not involve creative expression on the part of the audience member.



#### CROWD SOURCING

Audience becomes activated in choosing or contributing towards an artistic product.

- Youth mosaics
- Photography contests
- An opera libretto comprised of Tweets
- Virtual choruses



#### CO-CREATION

Audience members contribute something to an artistic experience curated by a professional artist.

- Participatory theater
- Pro/Am concerts
- Storytelling events
- Participatory public art



#### AUDIENCE-AS-ARTIST

Audience members substantially take control of the artistic experience; focus shifts from the product to the process of creation.

- Public dances
- Community drawing contests

### PARTICIPANT'S LEVEL OF CREATIVE CONTROL

CURATORIAL

INTERPRETIVE

INVENTIVE

from "Getting in on the Act," created by WolfBrown for the Irvine Foundation.

### WHAT IS PARTICIPATORY?

"Participatory arts practice" as defined in this report requires creative expression — which includes some arts experiences but not others.

#### RECEPTIVE

#### PARTICIPATORY



ATTENDING A CONCERT

VS.



SINGING IN A CHOIR



READING A BOOK

VS.



WRITING A STORY ABOUT YOUR LIFE



WATCHING A DANCE COMPETITION ON TV

VS.



DANCING IN A COMPETITION



PLAYING A VIDEO GAME

VS.



MAKING A VIDEO