



# PLUTOPIA 2011: THE FUTURE OF PLAY

“PLUTOPIA 2011: THE FUTURE OF PLAY” WILL ENGAGE PARTICIPANTS IN A THRILLING INTERACTIVE EXPERIENCE OF THE FUTURE ON MARCH 14TH IN AUSTIN, TEXAS.

Austin (January 13, 2011) – The future-focused events and entertainment company, Plutopia Productions, is producing its 4th annual signature event, “The Future of Play,” as an official evening event during the SXSW Interactive Festival March 14 in Austin, Texas. A full-service events and entertainment production company, Plutopia Productions produces future-focused interactive “sense events” that engage participants through multi-sensory stimulation and performances. This year’s event will be an extravaganza of gaming, toys, music, performances and art as a transformative, expansive, upbeat experience of the future.

**Details:**

March 14, 2011  
Doors open at 7:00pm.  
Mexican American Cultural Center  
600 River Street  
Austin, TX 78701

**Free to South by South West (SXSW) Interactive, Gold, and Platinum badge holders. \$15 general admission.**

Text of Light, featuring Lee Ranaldo of Sonic Youth, Ulrich Krieger, Alan Licht & Tim Barnes, will headline the event, performing improvised riffs to the films of Stan Brakhage and other avant garde creators of expanded cinema.

The event will be divided into four fascinating segments:

1. The Immersion Chamber
2. The Hanging Garden
3. The Experiment
4. The Playground

All segments engage participants in one or more play types: sound play, social play, action play and mental play.

For example, **The Immersion Chamber** will present “The Theatre of Senses” by Portugal’s Nuno Correia, The Total Unicorn Experience and Switched On. This three-dimensional immersion experience involves a labyrinth of performances in which the audience participates through film making and music creation. The nearby **Hanging Garden** exhibit features an installation of Akousmaflora, in which the French art collective Scenoscosme will present the SpherAleas device — a mobile device with sensors that create sonorous shapes.

Kicking off **The Experiment** will be a compelling and inspiring talk by Joe Tankersley of Disney Imagineering

The Experiment features 8-bit/chiptune artist and performer Nullsleep. It also includes International music group Intimate Stranger accompanied by Chile's Telefunken, who will deliver music with a fluid, interactive holographic three-dimensional audio-visual performance. U.S. based Uberbabe will draw attendees into a human role-playing game with a full array of human sensations. Finally, **The Playground** is a place to enjoy a wide variety of multi-sensory interactive games.

Plutopia 2011's goal is to make all attendees full participants in future-focused play and entertainment experiences, while demonstrating the production capacities of Plutopia Productions as a full-service, future-focused events and entertainment firm. Plutopia events move beyond traditional formats, and help companies engage potential customers through active public participation rather than by passive observation. This revolutionary approach creates for potential customers the positive experience of a future enhanced by increasingly sophisticated, yet accessible technologies.

Visit [www.plutopia.org](http://www.plutopia.org) to learn more about how Plutopia 2011 will deliver fresh insights into the changing world of play.

## ABOUT PLUTOPIA PRODUCTIONS

Plutopia Productions, Inc. was founded in 2007 in Austin, Texas after its founders created a popular Do-It-Yourself (DIY) home of the future installation at Austin's [Maker Faire](#). The name "Plutopia" is a mashup of "pluralist utopias," a concept suggesting DIY, configurable, "maker" environments of the future. Numerous cutting-edge events later, Plutopia is now a full-service experiential events and entertainment production company that helps future-focused clients create their own interactive events for consumer engagement. The highly professional Plutopia management team has years of successful global experience in cultural development, the arts, entertainment, event creation and production, future studies, marketing and visionary strategic planning. Plutopians are international leaders in the experiential movement and produce enlightening events for their clients, while providing value through the delivery of both services and content.

Contact Plutopia Productions at 512.484.9769.