



STORY CITY

The city is full of adventures
Choose Yours

*A digital storytelling experience that combines
fictional adventure with real-world locations.*

Storycity.com.au



Why be a tourist when you can be a pirate? Or survive a zombie apocalypse? Or uncover a mystery, delve into dreamtime, or stand in the shoes of an ANZAC soldier off to war?

At Story City YOU get to be the hero, you get to choose your own adventure.

We want you to see the world differently. We want to redefine stories so that they are something you are a part of, rather than something you are told. And we want to support the local storytellers you know, to do it. This is who we are, this is our vision.

Overview

Story City is a creator of locative stories, stories told in the location the audience is standing. Each story is accessed via our free, GPS smartphone and table app, which only unlocks a story when you're standing in the right place. Whether they are real-life choose-your-adventures, puzzle trails, indigenous myths or historical tales, our stories are written, scored & illustrated by local artists who know their city best.

A mix of cultural tourism and adventure, each story is created specifically to highlight the beautiful or intriguing parts of a real-world site and to appeal to and excite a young, tech savvy audience. The idea is to bring real-world locations to life, whether they be cities, attractions, or world heritage areas, converting an ordinary, everyday space into an adventure filled wonderland. This type of storytelling is called locative literature, stories told in the actual place they are happening.

The benefit of creating these experiences as fictional stories is you can impart real-world facts or historical knowledge in an engaging way that both entertains and educates.



How It Works

Rather than reading the choose-your-own-adventure in book form, we create stories that occur in specific locations. Each story is accessed on the participant's smart phone or tablet and delivered using the Story City GPS App, which registers if the reader is in the right place before opening the story. When the App detects the reader is in the correct spot it unlocks the part of the story that occurs in that location, and then gives the reader several options to choose from to continue the story.



Advantages

There are several advantages we've observed by creating these type of locative cultural experiences:

- The app can be set in any public location, meaning that you can increase visitation to public works, local businesses, and local attractions with the promise of a good story.
- The app allows you to present large amounts of information in location without the need for or maintenance of expensive signage or the printing cost of booklets.
- When story trails and tours are set up in cities, the app becomes an active and healthy activity that uses people's device to draw them outdoors and set them walking or cycling between points. This gets them moving through town and past local businesses.
- If you run physical tours in your town (such as a greeter program), whether they be historical, ghost tours etc. The app allows you to provide that tour as a self-guided tour for the times when a tourist arrives in town outside of physical tour days/hours. This gives them access to the full experience on demand so they never feel like they've missed out.
- Story City is a national platform with stories across several towns and states. We become an extra avenue for people to become aware of the attractions and stories your regions have to offer, such that if someone downloads Story City in Brisbane, as they move up the coast, or in land, they can follow the story trail to their final destination, when previously they may have just driven straight through town.



How Story City Works with Council & Tourism

There are two main ways we work with council and tourism bodies:

- Some organisations provide us with funds to give professional development and mentorship to the local writers, artists and musicians via a workshop and networking event. From this event we select a team of local artists to create interactive stories for the town/region. We create and upload the content which is then available free to the public for 18 months. The cost for this depends on the number of stories which we pay the artists to create.
- Rather than creating the content, we work with councils who already have content and tourist trails (whether it be text, audio or video), and upload and host it to the Story City app. In this case the cost depends on the amount of content, how long council wishes the content to be present on the app, and whether council would like consultation help in increasing the interactivity/engagement of their content.

Artist Selection & Mentorship



Story City writers and artist workshop in the Gold Coast

We are all drawn to the big blockbuster movies, stage shows and travelling exhibits, to our disadvantage. In the process of funding big productions, local stories and storytellers never see the light of day. And it's the local stories that *really* matter. It's the local storytellers that define our culture in the here and now, that give us belonging, empathy and allow us to really see the world through a different lens. This is why at Story City we only work with local writers, artists and musicians in the towns and cities where we set up our projects.

As part of our social entrepreneur ethos we aim to employ local artists to tell local stories. We have so many talented people in our backyards, all they need is the opportunity to be paid for their work and to be provided with upskilling and networking opportunities to spur even more innovative projects.

For each project we run an Expression of Interest (EOI) campaign, opening the project to all local writers, artists and musicians who wish to apply. From these applications we select 30 short-listed artists to attend a professional development workshop where we upskill them in cross-discipline collaboration, locative literature and art projects and provide networking and brainstorming time for them to create and collaborate on new projects separate from Story City. In the five years of running we've had other artists who have attended the workshop go on to collaborate and produce their own innovative projects - from choose-your-own-theatre, to stories of ANZAC legend - the participants of our workshops thrive in their own creative economy, originally facilitated by our workshops.

For the past five years we have trained 250+ artists, and employed 50 local writers, artists and musicians to create 38 stories set in the location you're standing, and change endings based on the choices you make. But we need your support and funding to expand so we can reach more communities and collect more stories, amplifying the voices of those who are passed by in favour of the bigger productions.

We want *you* to help us redefine arts culture.



Writers, artist & musician for the Story City Gold Coast projects – All Gold Coast locals.

About Emily Craven



Emily Craven is an author, speaker, innovator and the creator of the Story City GPS app. Emily was the first person in the world to create real-life choose your own adventures and is the winner of the Brisbane City Council Innovation Award for her innovative storytelling projects. In 2016 she was awarded the QLD Literary Awards Young Writer and Publisher of the Year Award.

Emily has spoken to teenagers and teachers across Australia (keynotes, workshops and masterclasses) on ebooks, digital and multimedia storytelling and was the digital writer in residence at Brisbane State High School. She writes YA fiction, with her latest series, *The Grand Adventures of Madeline Cain*, written as though you are reading the main character's Facebook Page.

She was previously the Digital Producer for if:book Australia (The institute for the future of the book) and QLD Writers Centre and has been featured in magazines, TV, and newspapers across the world.

Work With Story City

For more information on how Story City can work with you to create an interactive experience contact:

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