

# PRE MIÈ RE

## Performing arts in a new era

AI and XR tools for better  
understanding, preservation,  
enjoyment and accessibility

**PREMIERE seeks to modernize the performing arts by using advanced digital technologies to support the whole lifecycle of performances:**

\_\_\_\_\_ **from their production and curation by  
both amateurs and professionals**

\_\_\_\_\_ **to their delivery and understanding from  
the audience**

\_\_\_\_\_ **and their analysis and interpretation by  
art scholars**



Funded by  
the European Union

# OUR MOTIVATION

Performing arts is an important part of Europe's intangible cultural heritage. The live display makes it, in most of its part, unrepeatable. Even if the same show is performed twice, in the exact same conditions, cast and audience, it will still be different. Theatre and dance performances have not been recorded to an extent and even when recorded, this is done by methods of controversial quality. Even nowadays, that a large variety of digital tools is available, there is still the risk of losing the chance to deliver new-born cultural heritage to future generations.

Additionally, the cultural and creative sector is faced with a new crisis brought on by the Covid-19 pandemic surge. The live arts sector was of the most affected ones and there emerges the need to employ specific recovery tools that help professionals and services come back to business. Thus, it is critical to develop a variety of tools that will not only preserve in a typical sense, but also support the whole lifecycle of a performing arts artifact in a remote manner.



GET TO KNOW US

 Amsterdamse Hogeschool  
voor de Kunsten

 ATHENA

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LA TEMPESTA

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