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THE MAD MAPS PROJECT

a digital performance for the Spring 2020 Cohen New Works Festival

WHAT IS *THE MAD MAPS PROJECT* ?

The Mad Maps Project is an interactive digital performance that explores the use of psychiatric language in unexpected places. The show begins when audience members enter a virtual grocery store, where they receive a personal shopping list full of real-life products with words like "crazy," "cuckoo," "insane," "mad," or "manic" in their name. As audience members locate and select each item, they unlock images, texts, audio files, or video files created in response to that specific item. Through monologue, dialogue, poetry, puppetry, music, dance, and visual art, this multimedia project asks us to consider how everyday encounters shape our relationship to mental health, mental illness, and/or mental disability, and how we might imagine those relationships otherwise.

HOW WILL THE PROCESS WORK ?

The creative process for *The Mad Maps Project* will function less like a traditional rehearsal period and more like a cross-country game. If you participate, here is what you can expect: In early March, you will receive a package in the mail containing a surprise grocery item. Perhaps you'll get a bottle of Crazy Water, or a box of Umpqua Oats Insane Grains cereal, or a pack of Manic Mellon Monster Energy Drinks. This item will be accompanied by a set of optional supplementary readings, creative exercises, and other resources designed to support you and your process. Throughout the month of March, your challenge will be to create a digital piece (no longer than five minutes) in response to your object. This piece can be an image you craft, or a poem you write, or a scene you film, or a song you record, or a sculpture you construct, or a dance you create; the sky is the limit! Responses will need to be shared via GoogleDrive in early April, at which point they will be uploaded to a website prior to the show's opening at the Cohen New Works Festival on April 6, 2021.

WHO CAN PARTICIPATE ?

Anyone can participate, however, participation for this iteration will be limited on a first-come-first served basis. Contributions from people who identify as mental health service-users; psychiatric consumers, survivors, or ex-patients; mad, neurodivergent, and/or disabled are particularly encouraged.

Interested? Email Alexis Riley at ariley0330@gmail.com by February 15 for more information.

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