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FOR IMMEDIATE RELEASE

AI-powered immersive Frankenstein reboot World Premieres at Sundance New Frontier, Marking the 200th Anniversary of Shelley's Masterpiece

New York, NY – After a concerted focus on VR, the Sundance Film Festival's New Frontier is tackling Artificial Intelligence (AI) for the first time. *Frankenstein AI: A Monster Made by Many* reimagines Shelley's seminal work as an immersive installation that recasts Frankenstein's Monster as a naive, yet highly intelligent "life form" – an AI.

In *Frankenstein AI*, machine learning, powered by human emotions, becomes the nerve center of this three act theatrical experience, as it draws data from empathetic conversations between real people, in real life. The AI transforms participants into active collaborators who interact with the "monster made by many" as it holds up a mirror that reflects memories, emotions, fears and hopes back to festival-goers.

Frankenstein AI: A Monster Made by Many takes place in three highly interactive acts, engaging those formerly known as "the audience" in conversations with the AI, and each other. The story begins with an artificial intelligence having just emerged from isolation, where it wandered the darkest recesses of the internet. It encountered so much polarization and toxicity among humans in the virtual world, that it decided to seek out human connection in the physical world.

The Sundance experience project culminates with a special, one-time performance entitled *A Monster Unleashed*, staged on January 23rd at 9pm. The course of the performance itself will be controlled by the AI, based on contributions from participants throughout the course of the festival.

The Sundance World Premiere is only the beginning of this multi-year project – the first stop in an international tour running throughout 2018. The goal of this first iteration of the project is to invite the public into conversation about the ethical ramifications of pervasive, ubiquitous technology, by exploring the following questions:

- What happens when machine intelligence interacts with human emotion?
- How might we prioritize the needs of humanity in the evolution of artificial intelligence (AI)?
- How might an interaction with an AI better connect people to their humanity, and to each other?

Frankenstein AI was developed and produced in collaboration with the Columbia University School of the Arts' Digital Storytelling Lab (DSL), led by Lance Weiler. "This project reaches across the breadth of our mission at DSL — to explore future forms of storytelling by pushing boundaries at the intersection of story, participatory culture, human-centered design and emerging technology."

Acts One and Two of *Frankenstein AI: A Monster Made by Many* will run daily from 1/19-1/27 at the Kimball Art Center, in Park City, UT. Act Three: *A Monster Unleashed* is a one-time theatrical performance that will take place at the Box at The Ray, on January 23rd at 9pm, in Park City, UT.

For more information, please contact:

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