



For immediate release, October 2008

## Who Wants to Be?

*As not seen on TV. This revolution is live and will not be televised.*

### Part of the London Games Fringe

7 November 2008, 8:00 – 10:00pm

Unicorn Theatre, 147 Tooley Street, London SE1 2HZ

Admission: £10.00 Tickets/Box Office: 020 7645 0560

*Who Wants to Be?* is a dangerously spontaneous and democratic game show, where the audience has all the answers, makes up the questions, and sets the rules. As part of the London Games Fringe Festival, *Who Wants to Be?* will take place at the Unicorn Theatre on 7 November 2008. Over 200 people will attend, come up with ideas, voting on how to spend the evening's entire box office takings of two grand.

*Gamble it?*  
*Waste it?*  
*Invest it?*  
*Donate it?*

The audience decides



Every idea and decision will be instantly visualised on a giant screen. Using an 'ask the audience' computer vision voting system, participants can shape the agenda of the evening, propose ideas, debate them and vote on anything they like – even the rules of the game!

*Who Wants to Be?* was inspired by the 'ask the audience' option on the popular TV game show, *Who Wants to Be a Millionaire?* In asking the audience to set the questions, provide the answers and decide what the rules are, *Who Wants to Be?* gives people an insight into the possibilities of their collective imagination.

Previous *Who Wants to Be?* game shows have helped large groups of people develop a collective vision for a much-loved public park in Norwich and enabled an audience of 100 to communally purchase and co-own a piece of Welsh woodland.

For more information please contact Clare Moloney, [claremol@gmail.com](mailto:claremol@gmail.com) / 07970 224495  
Who Wants to Be? [www.whowantstobe.co.uk](http://www.whowantstobe.co.uk)

## Notes to Editors

### **The People Speak**

The People Speak is a London-based art and technology collective founded in 2004 by Mikey Weinkove and Saul Albert, with an ever-expanding group of highly talented specialists. The People Speak develop tools and technologies for participatory art and media, bringing people together spontaneous conversation and creative exchange.

Recent projects include 'Peckham TV,' where passers-by in South London were challenged to commission an advert for Peckham, a three-year public art commission on the Craylands estate in Basildon and Talkaoke – a live spontaneous chat show that takes place in a broad range of contexts from the Edinburgh Fringe Festival to the Prague Biennale.

For more information please contact:

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For more information about Who Wants to Be? go to: <http://www.whowantstobe.co.uk>

For More information about The People Speak go to: <http://thepeps.net>

For print quality photographs documenting Who Wants to Be? please find via the following links:

- <http://tinyurl.com/thepeps1>

- <http://tinyurl.com/thepeps2>

The two images above should be credited: Jo Ruda, The People Speak

- <http://tinyurl.com/thepeps3>

- <http://tinyurl.com/thepeps5>

The two images above should be credited: Hektor Kowalski, The People Speak

### **The London Games Fringe**

The London Games Fringe is a festival of alternative gaming events taking place from October to November 2008 and organised by artists, academics, gamers, game developers, educators and creative professionals from a wide range of different media.

For more information please go to: [www.londongamesfringe.com](http://www.londongamesfringe.com)

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