

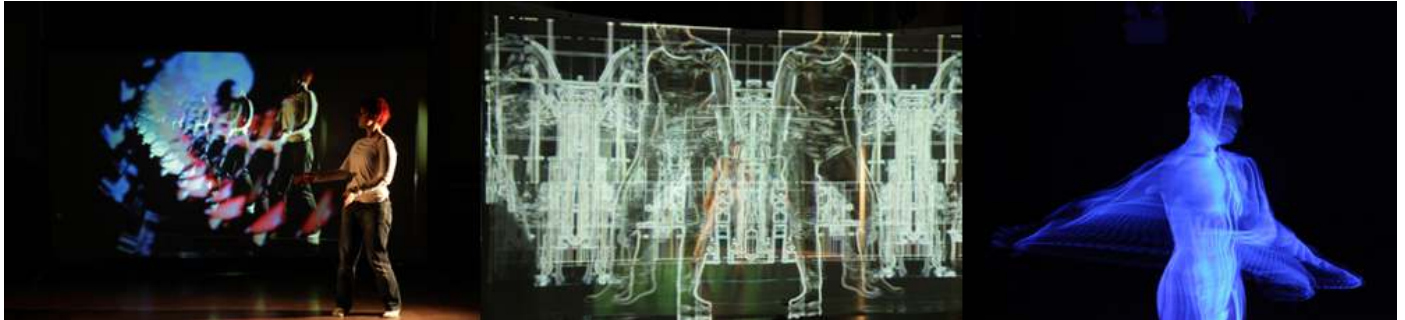


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## Who We Are

We are makeAMPLIFY; a collective of award-winning artists & technologists working with artistic directors Jennifer Irons and Zach Walker. We create spectacular large-scale outdoor immersive events that transform people and public spaces into the extraordinary. We illuminate and re-imagine city centres and landscapes, bringing forgotten or ignored buildings to life, and engaging communities and audiences in life-affirming stories that celebrate being together physically, emotionally and digitally.



## Highlights include:

- *(in)dignity of Labour – Made in Hull*, with unemployed young people to create large-scale projection-mapping for Hull City of Culture, seen by 350,000 people live, 2 million on BBC <https://vimeo.com/255278147>
- *Museums in Motion* heritage, dance & technology project produced by BEEE Creative with young carers, home-schooled, Pupil Referral Units and families. <https://vimeo.com/297669729>
- *Strange Creatures* live mass movement and Augmented Reality (AR) experience with local residents of Worthing highlighting the fate of the oceans. <https://vimeo.com/369307530>
- *TAG2020* Online intergenerational film created by residents and families of Hertfordshire, entirely during lockdown <https://vimeo.com/436449598>
- *#intotheswich* - A duet, discovering forgotten spaces of Ipswich. <https://vimeo.com/124761796>



Our work and methodology has always championed the contribution of individuals across different communities. We encourage and support high-quality creative activity, autonomy, and skills development; both for the people we work with and in ourselves as creative practitioners. We work in places where 'art' doesn't happen, because we want to work with people who think 'art' isn't for them.

makeAMPLIFY are resident artists with Studio Wayne McGregor's Questlab Network focusing on intersections between dance & technology, and ArtsDriva @ Fusebox program to experiment with arts and emerging, immersive technologies.



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*In(Dignity) of Labour* - Hull City of Culture 2017 Credit: Johnnie Martin-White Dancer: Jon Beney

## Bios

**Jennifer Irons** is an award-winning choreographer/ performer/ director working internationally across theatre, commercial and socially engaged projects. In addition to her own work, she specializes in mass movement and is Associate Choreographer with Complicité and Mass Movement Director for Akram Khan Company. [www.jenniferirons.co.uk](http://www.jenniferirons.co.uk)

**Zach Walker** is a multi-disciplinary artist commissioned by galleries, museums, festivals and commercial events including Google Chromecast Launch in Las Vegas and Matte BLACK in NYC. He was Visual Director for Decibel Electronic Festival in Seattle for 4 years, with his and makeAMPLIFY's work featuring with Moby, DJ Shadow, and the Light Surgeons. [www.zachwalker.co.uk](http://www.zachwalker.co.uk)

**Stew Baxter** is a composer, musician, photographer and designer. He is director of Hinterland Creative, Founder of Warren Records, and an active member of the UK independent music scene. He plays in the band LIFE who tour with Idles and were named for one of BBC6 Albums of 2019. Stew guest drums with Slaves, Jehnny Beth and others. <https://www.lifeband.co.uk/>

**Chris Hunt** is a creative technologist and director of Controlled Frenzy working across a wide spectrum of technologies to build projects in Virtual, Augmented and Mixed Realities. He is currently a SWCTN Producer and Fellow and Fellow of the RSA. He works with National Gallery, is planting a line of trees across the UK on The Common Line, <https://www.controlledfrenzy.co.uk>

**Dan Hayes** is a producer, musician and composer creating scores for dance programs including large-scale events such as Rugby World Cup, and commercial soundtracks including Hollyoaks, National Geographic and Rotten. He plays trumpet and has done so with bands such as the Pogues, Man Like Me and Imogen Heap.

**Adam Seaman** is an audiovisual artist with over 20 years' experience in designing visuals with artists such as Portishead, Beadyman and Chrissie Hynde and the Pretenders.

For more information or talk about how we can work together, we'd love to hear from you!