

Ritter Julia M.

**Incidental/Intentional Ethnographers: Analyzing the Spectator-Generated
Visual Ethnographies Reflecting Punchdrunk's Immersive Production Sleep No More**

standard lecture

The UK-based company Punchdrunk premiered *Sleep No More (SNM)* in New York City in 2011, an immersive production that presents the drama of Shakespeare's *Macbeth* through dance while allowing spectators to follow any dancer(s) they wish through a former nightclub redesigned as a hotel with six floors and 100 rooms of hyper-realistic scenography. Punchdrunk positions spectators as *incidental/intentional ethnographers* within a bounded culture with its own rules, codes of behavior, and environments. As evidenced by the explosion of fan blogs dedicated to *SNM* in the USA, spectators process the highly sensory, non-verbal, choreographic experiences encountered during performances by re-articulating their perceptions into "visual ethnographies," including—but not limited to—digital drawings, cartoons, fan fiction, and sculpture. By sharing and comparing their artistic products online, spectators contribute to the development of communities dedicated to the production and by extension, to its dance content, revealing a new form of participatory dance spectatorship.

Bio:

Julia M. Ritter, dance artist and scholar, is the recipient of three Fulbright Scholar awards from the U.S. Bureau of Education and Cultural Affairs (2002, 2005, 2008). She received two awards for her research on dance and immersive performance; the 2016 Selma Jeanne Cohen Lecture Award from the Selma Jeanne Cohen Fund for International Scholarship on Dance (USA) and the 2014 Prix André G. Bourassa for Creative Research from Le Société Québécoise D'Etudes Théâtrales (Canada). Julia holds a PhD in Dance Studies from Texas Woman's University and is chair and artistic director of the Dance Department at Rutgers University, USA.

