

AFTER THE SUN

A MUSICAL

Digital Content Context & Collaboration Overview

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The Show Context (Why the Digital Matters)

After The Sun is a contemporary rock musical built around a live band performing as themselves whilst under pressure from a system designed to optimise, duplicate, and ultimately replace them.

The digital layer does not exist to illustrate the story. It is the opposing force in the story.

On stage, the audience watches two parallel realities unfold:

- **Human performance** — live, imperfect, emotionally volatile
- **Digital perfection** — controlled, repeatable, scalable

The tension between those two forces is where the show lives.

For technology partners, this places digital content at the centre of the theatrical experience, not as background AV, but as an active commercial and narrative device.

How Digital Content Interacts with Performers

In Phases 1 and 2, all digital content is designed to **interact with performers theatrically**, not technically.

Key principles:

- The band always performs live
- The digital world responds to the *existence* of the performers, not their biometric data
- Control is represented visually, not algorithmically (at this stage)
- The audience must clearly understand: the system is watching, judging, and offering a “better” version, even when it is silent.

This clarity is critical to the show’s commercial accessibility.

The Clone Concept (Phase 1–2 Scale)

The “clones” appear as screen-based counterparts to the band.

They are:

- Synchronous
- Precise
- Emotionally neutral
- Visually compelling in their restraint

Crucially, they do not perform *instead of* the band, they exist in tension with them.

This allows the digital content to:

- Heighten stakes without overwhelming the live performance
- Scale across studio theatres, off-West End runs, and touring
- Remain repeatable and reliable night after night

Why This Matters Commercially

The show is designed to provoke conversation around:

- AI replacement
- Digital labour
- Authorship and ownership
- Human value in scalable systems

These are not abstract ideas, they are live, mainstream concerns.

For technology partners, *After The Sun* offers:

- A high-visibility public platform
- A credible cultural context for digital systems
- A chance to showcase restraint, clarity, and intention, not just spectacle

This is a project that audiences, press, and industry discuss because of how technology is used, not just that it is used.

Collaboration Philosophy

We are **not** presenting a locked technical solution.

We are presenting:

- A clearly defined dramatic need
- A known theatrical environment
- A scalable commercial roadmap

Within that, there is genuine space for partners to:

- Shape visual language
- Influence system metaphors
- Develop workflows that can grow with the show

All content is built in parallel with band rehearsals and early gigs, ensuring that digital and live performance evolve together rather than being bolted on later.

Scope & Investment Context (Summary)

For Phases 1 and 2, the digital requirement is focused, achievable, and production-led.

- We have estimated £80,000 for the digital scope, but this is subject to technology choices and cost.
- This supports design, animation, system visuals, and delivery
- It establishes a durable digital language that can scale into future phases

This may be delivered through:

- Direct production finance, or
- A strategic content partnership providing equivalent value

Looking Ahead (Context Only)

Later phases, including arena-scale clone band performances, open the door to:

- Real-time systems
- Audience-responsive clones
- Expanded digital architectures

Those developments are intentionally deferred until the show's live language and audience relationship are fully proven.

Early partners are well positioned to transition into those phases going forwards.

The script for the show is available on request:

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