

2003 - 2005

Bangalore-London-New York

A cross media performance set in the surreal world of Bangalore's call centre industry and exploring the impact of technology and globalisation.

A group of young Indian call centre trainees are taught to 'pass' themselves off as Americans through 'neutering the mother tongue' and acquiring a passing knowledge of American football and other cultural trivia. Taking on the alter egos of characters from the U.S. sitcom, Friends, the operators are on call 24/7 providing information services from route planning to astrology. *Alladeen* transposes fragments from the tale of Aladdin by dissonantly mixing the global and the local in a shifting map of cultural identity. Moving from Bangalore, to New York and London the performance weaves a circular narrative, seamlessly merging cutting edge video, live performance and club music to create multi-layers of action.

Concept

Keith Khan, Marianne Weems and Ali Zaidi

Director

Marianne Weems

Design

Keith Khan, Ali Zaidi

Original Music

Shrikanth Sriram

Sound Composition & Design

Dan Dobson

Video Design

Christopher Kondek

Lighting Design

Jennifer Tipton

Text

Martha Baer

Dramaturg

Norman Frisch

Performers

Rizwan Mirza, Heaven Phillips, Tanya Selvaratnam, Jasmine Simhalan, Jeff Webster

Producers

U.K. Producer: Penny Andrews.

Executive Producer: Kim Whitener.

Co-Producers: Arts International with funding from the Doris Duke Charitable Foundation, The Ford Foundation and The Rockefeller Foundation; Barbican BITE'03; Le-Maillon, Strasbourg; Romaeuropa Festival 2003; Melbourne International Arts Festival.

Audience

2003: 15,789, 2004: 11,816, 2005: 2,279

Venues

2003: Smack Melon Gallery, Brooklyn; Wexner Center for the Arts, Columbus; Museum of Contemporary Art, Chicago; Walker Art Center, Minneapolis; Singapore Arts Festival, Singapore; Barbican BITE'03 Season, London; La Ferme du Buisson, Marne-la-Vallee; Roma Europa, Rome; Warwick Arts Centre, Coventry; Contact Theatre, Manchester; Tramway, Glasgow; BAM Next Wave Festival '03, New York.

2004: REDCAT, Los Angeles; On the Boards, Seattle; Festival Iberoamericano de Teatro de Bogotá, Bogotá; Hopkins Center for the Arts, Dartmouth College, Hanover; Bergen International Festival, Bergen; Bonn Biennale, Bonn; Melbourne International Arts Festival, Melbourne; Belfast Festival, Belfast.

2005: Usine-C, Montreal; Krannert Center, University of Illinois; Kennedy Center, Washington DC.

Awards

New York OBIE Award 2004

2002 - 2006

A state of the art website that applies outstanding design and the latest in modern technology.

alladeen.com is one layer of a collaborative project which encompassed a cross media stage performance; a music video and a web project. Visit alladeen.com to unearth the projects research. Discover the evolving manifestation of the Aladdin story across thirteen centuries, glimpse inside the heads of call centre operators and make a wish with the World Wide Web genie.

Concept

Keith Khan, Marianne Weems and Ali Zaidi

Director

Ali Zaidi

Designer

Petra Goebel

Artists

Dan Dobson, Petra Goebel, Rainer Jooss, Peter Norrman, Shrikanth Sriram, Ali Zaidi.

Research and Text

Pico Iyer, Nasreen Munni Kabir, Charlotte Stoudt, Marina Warner

Design Implementation / Programming

Axel Vogelsang, Stefan Zerwas

Producer

Penny Andrews

Administrator

Alison Bean

Audience

2003: 71,060, 2004: 73,943, 2005: 37,146

Visit www.alladeen.com and allow it to take you places. In 2006 the site was hacked into and as a result, over 20,000 wishes that people had made over the years were lost. While the site was live, the pertinent wishes were used along the ticker tape in the live performances.

2003 - 2005

A five minute music video featuring striking visuals and the driving sounds of London based composer Shri.

The *Alladeen* music video is one layer of a collaborative project which encompassed the cross media stage performance and aspects of the web project. Presenting the themes of *Alladeen* in a five minute miniature the music video reached out to non traditional arts audiences and was screened in clubs, public spaces and on-line.

Concept

Keith Khan, Marianne Weems and Ali Zaidi

Director

Ali Zaidi

Composer

Shrikanth Sriram

Video / Editor

Peter Norrman

Artists

James Gibbs/dbox, Petra Goebel, Rainer Jooss, Joe Lawler, Peter Norrman, Ali Zaidi

Producer

Penny Andrews

Production

Mike Isaac & Frame of Mind, Jyoti Makhija, Tony Barnacle-Best

Administrator

Alison Bean