

Play & See

An interactive piano that lets anyone create live moving landscapes, from sprouting trees to flocks of birds—no musical experience needed



Info / pitch deck 2026-7

CHARLIE
HOOPER-
WILLIAMS

Play & See
Participatory Installation
Bristol Arnolfini
Credit: Jack Offord



CHARLIE
HOOPER-
WILLIAMS

ARNOLFINI
EST. 1961

Play & See participatory installation
Arnolfini, Bristol
Photographer: Jack Offord

USPs / Benefits

- Visually striking from a distance
- Accessible to all ages & abilities
- No musical experience needed
- High throughput (200+ direct participants per day)
- Creates dwell-time
- Strong photography / PR potential
- Encourages participation and play
- Works indoors or in controlled outdoor spaces
- Safe, calm, and non-intimidating



Play & See
Participatory Installation
Bristol Arnolfini
Credit: Jack Offord

Participant Feedback

Mesmerising - made me a better musician. Made me able to play & improvise in a way I never have before.

I very much enjoyed the way the graphics encouraged **experimentation**.

So fabulous & unique! Lovely to see strangers playing too— doesn't happen often!

It felt so creative and like **play for adults**.

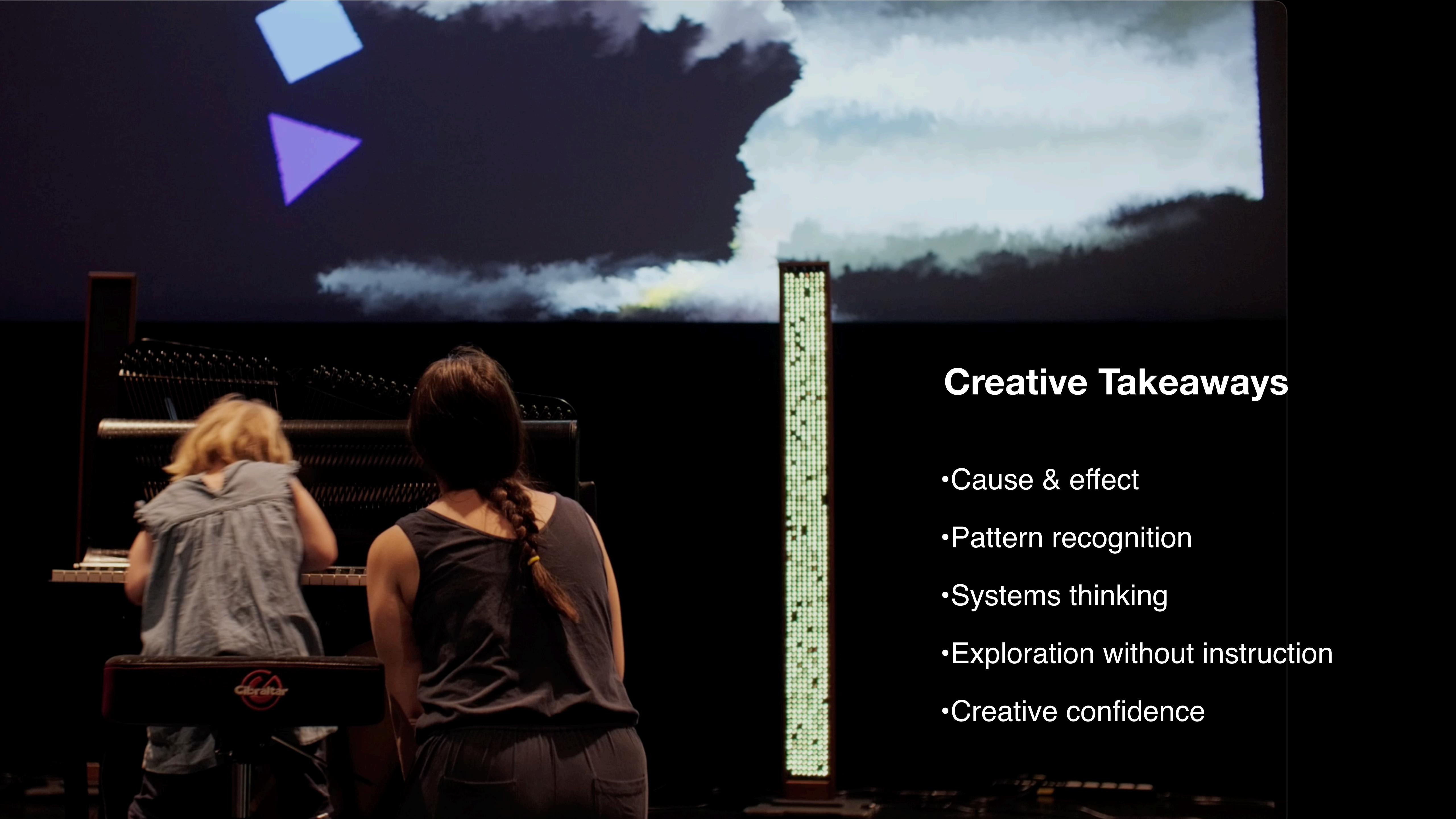
A wonderful creative space to connect music & visual happiness!

So nice to have **art that's not intimidating** & I love seeing people's **hidden gift** for piano.

Brilliant! Lovely combination of musicality & technology.

Enjoyed it **even if you don't know how to play piano!**

Beautiful, peaceful & **creatively safe**.

A photograph of two people from behind, playing a large harpsichord in a dark room. The person on the left is wearing a grey vest over a white shirt. The person on the right has long brown hair tied in a braid and is wearing a dark t-shirt. In the background, there is a glowing green screen on the right and a large projection of a landscape with a tree and a path on the left. A blue and purple play button icon is overlaid in the top left corner of the image.

Creative Takeaways

- Cause & effect
- Pattern recognition
- Systems thinking
- Exploration without instruction
- Creative confidence

Setup & Technical

Projection surface (curved or flat)

Reactive stage lights (Floor or overhead)

Piano

Power + data cables

Render PC

HDMI cable to projector

Practical Info

Plug-and-play, no tech knowledge needed

Hard reset in ~30s

200+ participant slots per day, thousands of secondary viewers

Staffing: 1 volunteer/steward recommended for piano version (no staffing for custom install)

Flexible footprint (min 3m x 3m)

Standard power

Setup/strike time: 120 min

Pricing: Project-based (POA).

Play & See is designed to scale to different venues and contexts. We're happy to discuss options for galleries, hospitals, festivals, and education settings.

CHARLIE
HOOPER-
WILLIAMS

Contact: charlie@charliehooperwilliams.com

Appendix: Custom Development Option

- No invigilation
- Lower long-term maintenance
- Designed for child-led, chaotic use
- Co-designed with your team

