

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



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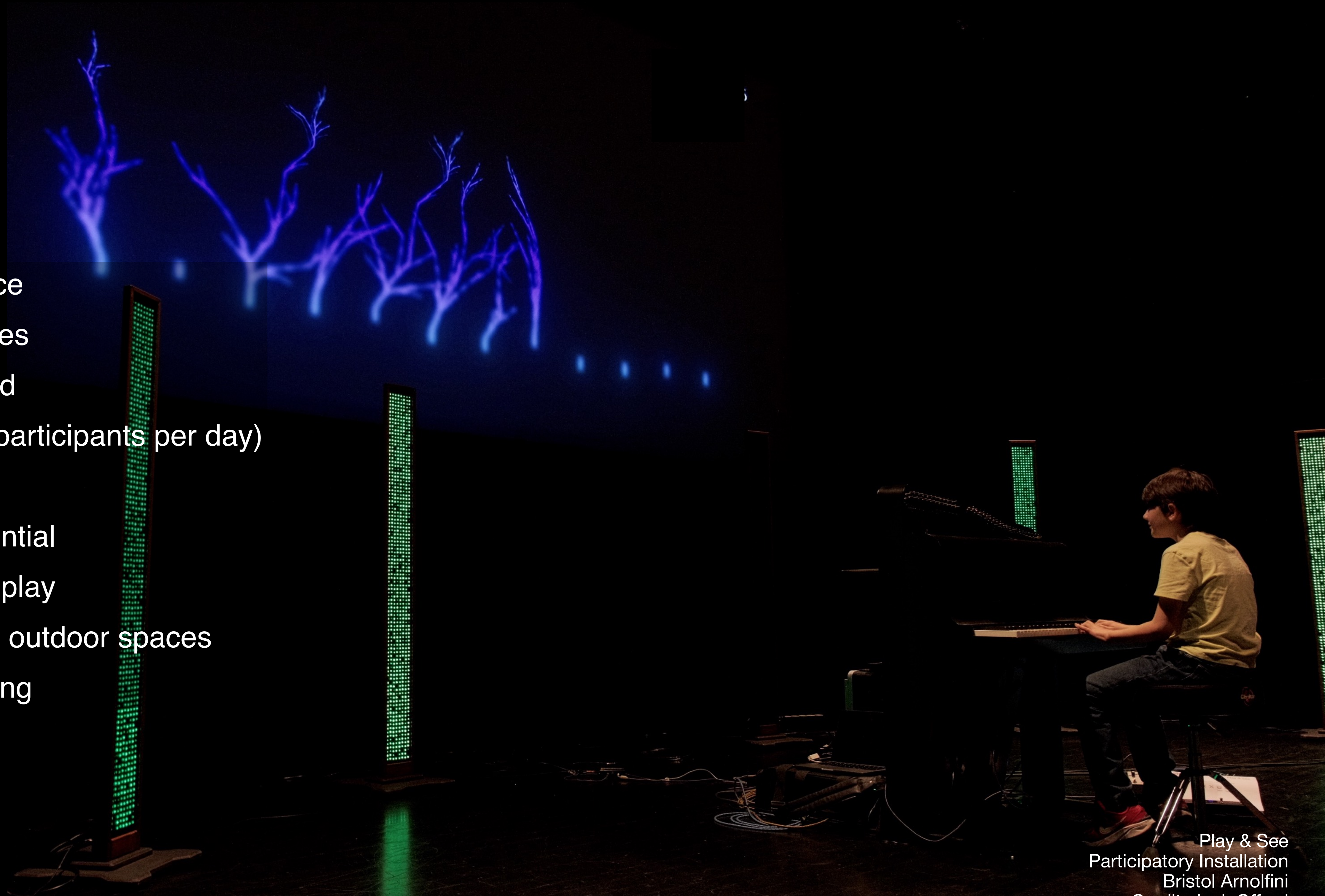


ARNOLFINI
EST. 1961

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



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Participant Feedback

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

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

Brilliant! Lovely combination of musicality & technology.

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

A wonderful creative space to connect music & visual happiness!

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

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

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

Beautiful, peaceful & **creatively safe**.

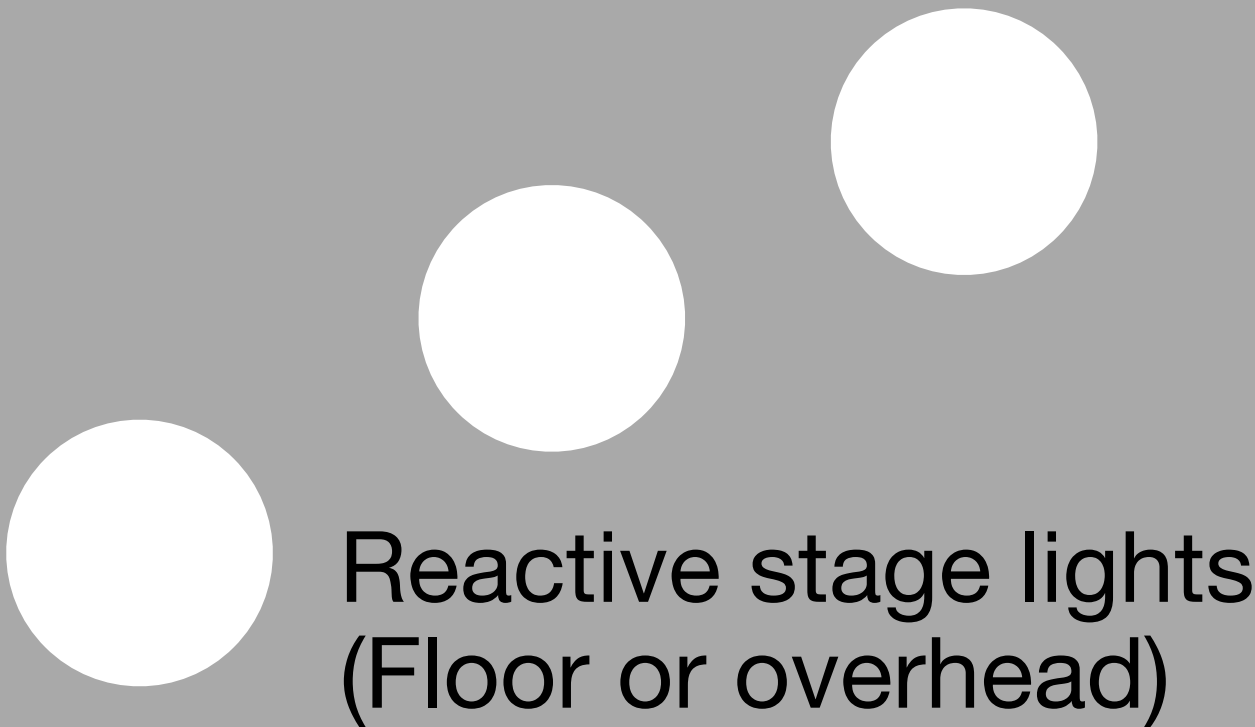


Creative Takeaways

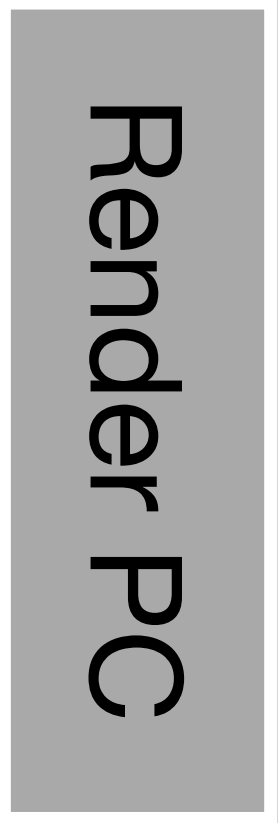
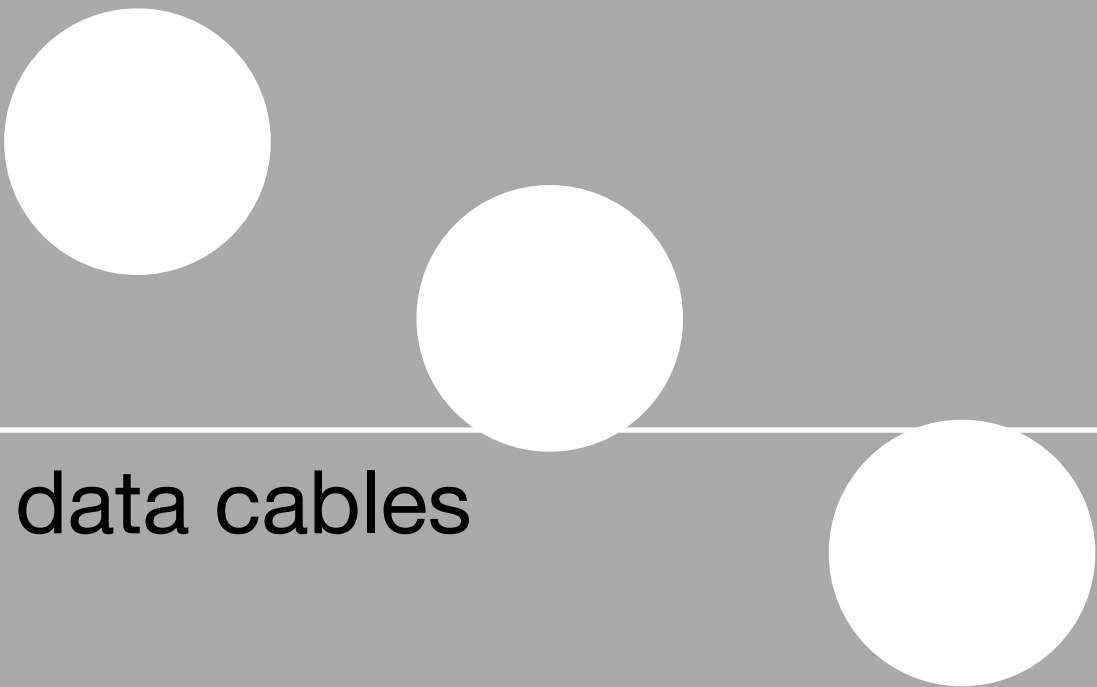
- Cause & effect
- Pattern recognition
- Systems thinking
- Exploration without instruction
- Creative confidence

Setup & Technical

Projection surface (curved or flat)



Power + data cables



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

