

CREATING A BRAND NEW EXPERIENCE FROM A CULT CLASSIC

A Tinc Productions Case Study



THE RESULTS

- Sold out shows and repeat audience members throughout the run
- Scaled production from inception to 500-seat theatres
- Rave reviews from press and audience members
- Project completed on-budget



Photo credit: Amy Boyle



INTRODUCTION TO PROJECT

The Twenty-Sided Tavern is a D&D-style interactive experience; “a raucous comedic explosion full of riddles, puzzles, combat and more.” Powered by Gamiotics, a browser-based interface that allows any smartphone to access the platform, audience members are able to control the actions of the on-stage characters, guiding them through quests, adventures and ultimately deciding their fate.

THE ASK

Tinc Productions joined The Twenty-Sided Tavern development team early on as a technical consultant, and helped bring the show to life in NYC, Pittsburg and Edinburgh. For the Chicago run, Tinc served as the Production Manager, and helped scale the earlier iterations of The Twenty-Sided Tavern into a dynamic live and theatrical event in Chicago’s Broadway Playhouse.

OUR UNIQUE SOLUTION

On the surface, The Twenty-Sided Tavern is a theatrical production. However, given the interactive nature of the show, the integration of Gamiotics, and audience-led storytelling, Tinc’s approach to production management had to be agile. Our production team used their vast knowledge of both the theatrical space and the live event space to create technical solutions that kept the show on-track and executed seamlessly. We empowered the design team and production heads to address challenges and create solutions that were unique to the Tavern and could be easily scaled for future performances.