

ALYSSA LANDRY

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SUMMARY

A seasoned creative leader and senior show writer with extensive experience in creating XR narratives and interactive theme park entertainment, I am involved in every aspect of the creative process from inception to completion. With a strong focus on strategy and the guest journey, I leverage emerging technologies to create unique and surprising audience experiences that are immersive and fully on-brand. (see [portfolio](#) for details).

EXPERIENCE

THINKWELL

08/2019 – present

Creative Director

Development and writing of two live shows for the new Sea World Abu Dhabi. Creative direction from initial concept through completion, including script writing and proof of concept phases, and continuing into production and stage direction this year.

Creative Direction and pitch proposals for additional confidential projects.

DOUBLE EYE STUDIOS

06/2016 – present

Narrative Director / Creative Producer (VR/AR)

Skits & Giggles: Narrative direction, UX design and writing, as well as hiring and running a writers room of comedy writers. This live, interactive VR-iety show is the first of its kind to take place in Horizon Worlds and premiered at the Raindance Film Festival 2022.

Finding Pandora X: Narrative direction, UX design and script writing for this immersive and interactive VR theater piece featuring live Broadway actors. (Best VR Immersive User Experience – 77th Venice International Film Festival 2020, Virtual Cinema Audience Award – SXSW 2021)

Loveseat: Narrative development and creative production for the world premiere of this unique XR experience, an interactive one-act play performed simultaneously to virtual and real-world audiences. (in competition at the 76th Venice International Film Festival 2019).

Metropolises: Narrative direction for this multi-player gamified virtual reality experience on the subject of gentrification (Oculus Launch Pad 2018, Unity for Humanity Finalist 2020).

Cardboard City: Creative development and production of augmented reality content for this interactive documentary (Official selection, New York Film Festival 2016).

INCARNA STUDIOS

04/2016 – 12/2020

Narrative Director (multi-player LBVR)

Incarna is independent French VR gaming studio. *Incarna Adventures*, episodes 1 & 2 are currently running in 80+ VR arcades around the world. *Incarna R-AI-D* is a single player VR game based in the same fantastical storyworld.

Direction of all story elements pre-game, in-game and post-game for deep immersion of players. Management of the writing team. Coordination with art direction and game design to ensure story coherency across all departments.

DISNEYLAND PARIS

01/2009 – 06/2019

Show Director/Senior Show Writer

Creative leadership from initial high concept through to project completion, including brainstorming facilitation, drafting of creative briefs, creative development, script writing and stage direction. Vast experience in pitching to high level executives. Credits include *Star Wars Season of the Force*, *The Jedi Training Academy*, *Frozen Sing-Along*, *The Forest of Enchantment*, as well as numerous live shows, parades, atmosphere and press events, as well as business and affluent client events.

SHERLOCK HOLMES AND THE INTERNET OF THINGS

09/2015 – 05/2016

Creative Team Lead

An initiative of the Columbia Digital Storytelling Lab. Led the Paris team in the development of this globally connected interactive experience, which took place simultaneously at Lincoln Center in NYC and in more than sixty other cities around the world. Created and produced an augmented reality “magnifying glass” for smartphones.

LEARN DO SHARE

04/2014 – 05/2016

Co-organizer/speaker

Story Next: co-organizer of this Parisian event dedicated to new writing formats, the latest technological developments and their impact on storytelling. (2016)

Conferences and workshops on immersive and interactive theater. (2014, 2016)

ORIGINAL MUSICALS

01/2001 – 06/2019

Author (Book and Lyrics)

- Baba Yaga (Théâtre Jacques Prévert, Aulnay-sous-bois 2019)
- Élémentaire, Mon Cher (Bastille Opera, Paris 2019)
- Énoormes (Théâtre Trévisé, Paris 2018)
- Bons Baisers de Broadway (On tour from 2015-2017)
- #Hashtags! (La Générale, Montreuil 2015 - transmedia project: application, web, crowd-sourcing)
- Jusqu'aux Dents (2008)

MUSICAL THEATER

01/1990 – 03/2019

Actress

Successful stage career spanning more than thirty years. Highlights include *Into the Woods (Opéra de Massy)*, *Sweeney Todd (Opéra de Toulon)*, *She Loves Me (Théâtre de Paris)*, *Sondheim at 80 (BBC Prom)*, *Hello Dolly! (Opéra de Liège)*, among others.

AWARDS & GRANTS

Audience Award, Virtual Cinema Spotlight for *Finding Pandora X* – SXSW 2021

Best VR Immersive User Experience for *Finding Pandora X* – 77th Venice International Film Festival

Best Interactive XP 2020 for *Finding Pandora X* - XRMUST

Fonds de Création Lyrique 2018 for *Élémentaire, mon cher !* and 2019 for *Baba Yaga*

Prix Beaumarchais 2008 for *Cruisin'*

Prix SACD 2007 for *Jusqu'aux Dents*

EDUCATION

BERKLEE COLLEGE OF MUSIC

Bachelor of Music, cum laude

ADDITIONAL TRAINING

Experience Design (Punchdrunk) 2018

The Future of Storytelling (Potsdam University) 2013

Story (Robert McFee) 2012

Transmedia (Michel Reilhac) 2012

SKILLS

Creative direction

Experiential Events

Immersive experience design

XR storytelling

Branching narratives

Brainstorming facilitation

Team building and leadership

Drafting of creative briefs

On-brand writing

Technophile

Bi-Lingual (French/English)