

ALYSSA LANDRY

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SUMMARY

A seasoned creative leader with a strong focus on strategy involved in every aspect of the creative process, from inception to completion. An unrepentant geek who uses new technologies to create unique and surprising audience experiences that are fully on-brand. (see [portfolio](#) for details).

EXPERIENCE

DOUBLE EYE STUDIOS

06/2016 – present

NYC // *Narrative Director / Creative Producer (VR/AR)*

Double Eye is an experiential studio that builds interactive & immersive story-worlds through emerging technology.

Finding Pandora X: Narrative direction, UX design and writing for the world premiere of this immersive and interactive VR theater piece featuring live Broadway actors. (Winner Best VR Immersive User Experience – 77th Venice International Film Festival 2020)

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).

THINKWELL

08/2019 – 07/2020

LA // *Creative Director (remote contract)*

Development and writing of two live shows for a major new theme park to open in 2022 (unnamed for confidentiality reasons). Show direction from initial concept through script writing and proof of concept phases.

DISNEYLAND PARIS

01/2009 – 06/2019

Paris // *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, and affluent client private events.

Writer / Creative Producer

Disney FanDaze 6-hour live Facebook stream (>140K views in first hour)

INCARNA

04/2016 – 12/2018

Paris // *Narrative Director (multi-player VR)*

A location based multi-player VR game currently running in 60+ VR arcades around the world.

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.

SHERLOCK HOLMES AND THE INTERNET OF THINGS

09/2015 – 05/2016

Paris // *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

Paris // *Co-organizer/speaker*

Story Next: co-organizer of this 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)

MUSICAL THEATER

01/2001 – 06/2019

International // *Author (Book and Lyrics)***ORIGINAL MUSICALS:**

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

MUSICAL THEATER

01/1990 – 03/2019

International // *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)*.

AWARDS & GRANTSAudience Award, Virtual Cinema Spotlight for *Finding Pandora X* – SXSW 2021Best VR Immersive User Experience for *Finding Pandora X* – 77th Venice International Film FestivalBest Interactive XP 2020 for *Finding Pandora X* - XRMUSTFonds 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**

1982 – 1985

*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

AR/VR Narratives

Transmedia storytelling

Brainstorming facilitation

Team building and leadership

Drafting of creative briefs

On-brand writing

Technophile

Bi-Lingual (French/English)