

Like Life Itself: Elemental Affordances in the Creation of Transmedia Storyworlds-The Four Broken Hearts Case Study

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Abstract : Transgressing the boundaries of the real and the virtual, the temporal and the spatial and the personal and the political, Four Broken Hearts is a hybrid storyworld encompassing film, live performance, location-based experiences and social media. The project is scheduled for launch early next year and is currently a work-in-progress undergoing initial user testing. The story of Four Broken Hearts is being told by taking each of the classic elements of fiction- character, setting, exposition, climax and denouement - and bringing them 'to life' in the medium that conveys them to the highest degree of mimesis: Characters are built and explored through social media, Setting is experienced through location-based storytelling, the Backstory is fleshed out using film and the Climax is performed as an immersive drama. By taking advantage of what each medium does best while complementing the other mediums, Four Broken Hearts is presented in the form of a rich transmedia experience that allows audiences to explore the story world across many different platforms while still tying it all together within a cohesive narrative. This article presents an investigation of the project's narrative outputs produced so far.

Keywords : narratology, storyworld, transmedia, narrative, storytelling

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