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ABOUT I=U

Founded in 2013, i=u is a new kind of concert experience focused on promoting improvisation and audience-performer collaboration. We are all about creating something new every time, together with the audience.

i(mprovisation) is u(niversal): spontaneous creativity is not only a central point across artistic disciplines, whether it be dance, theatre, music or visual art, but also in our everyday interaction. From this perspective, every human being is creative. Every time we speak a new sentence, we are improvising.

Our main ambition is to provide a platform for shared creativity, where everyone in the concert hall or art gallery is part of the musical outcome. This not only unleashes musical potential in audience members, but also encourages performers to be interactive and listen to the world beyond the stage.

i=u is an international events organization based in London and New York City, currently developing partnerships for satellite events worldwide.

"The energy around live events, their innovative and engaging improvised performances impressed me very much, pushing at the edges of contemporary musical practice."

- [Yinka Shonibare MBE](#), renowned British-Nigerian artist

'The treat was witnessing it all happen in a live unplanned, unrehearsed improvised context...an innovative ethos that was most stimulating...I solidly support i=u in their further endeavors and wish them success!'

- [Sir Norman Rosenthal](#), renowned art curator, formerly at the ICA and Royal Academy, London

FOR MORE INFORMATION go to iequalsufestival.com.

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