



## MASS Live + Special Guests

**Saturday 7 March 2026 | The Bath House, London**

**Buy Tickets 14:00 or 19:00 | Press contact | Enquiries**

*A live, hyper interactive musical experience where the distinction between audience and performer vanishes into a shared encounter.*

MASS is one of CoSTAR National Lab's four pioneering R&D projects chosen as part of the **Grass Roots Music Venue Innovation** Competition launched in partnership with **MusicFutures** and supported by the **Music Venue Trust** and which arose from research conducted by CoSTAR in 2025. The R&D competition invited UK companies to develop exciting ideas that would connect artists, grass roots music venues and audiences in new ways and in pursuit of a more equitable future for the UK's live music sector.

### Can performers and audience unite on the dance floor?

MASS Live's experience at **The Bath House**, a grass roots venue in Hackney, will use music, interactivity and stunning visuals to blur the lines between audience and performers as part of a collaborative show with a sense of tribal creative connection at its heart.

On arrival the audience will find themselves in a room with no stage, surrounded by immersive spatial audio and real-time generated visuals both on a large screen and a set of raised interactive floor tiles distributed across the dance floor.

Audiences will become part of the show as producer/performer and MASS co-founder Barney Kass, vocalist Julita Mahrer Vinas and special guests take to the floor.

Working closely with audience researchers and technicians based at CoSTAR National Lab, MASS have developed a "Real Time Audience Measurement Dashboard" (RTAMD) to collect anonymised engagement data from digital interactions with the installation and to capture passive data from audience movement using 3D Lidar scanners.

MASS want to adapt technology by working within ethical guidelines and around the user experience to encourage audiences to feel both seen and heard by being physically and creatively closer to artists and performers.

» #GrassRootsFutures

X  
M  
A  
S  
S

## Background - what is MASS?

Founded by **Pod Bluman** and **Barney Kass**, MASS combines Pod's production leadership at Bluman Associates, including Dave's viral BRITs 2020 piano performance, with Barney's creative direction and music production. Together they bring strengths in large scale showcraft, participatory tools, and audience centred design. MASS is delivered through an integrated creative technology ecosystem developed with leading partners: Disguise (media servers and creative services), Notch (real-time generative graphics), Stage Precision (system integration and live data dashboards), and d&b audiotechnik (immersive spatial audio).

## About The Bath House

**The Bath House** in Hackney is an historic Victorian building and independent venue that has evolved into a symbol of artistic reclamation in East London. Its importance lies in its role as an incubator for talent, and it has helped sustain the UK's reputation for boundary-pushing live music, providing a vital platform for emerging artists to experiment before reaching mainstream success.

## About CoSTAR National Lab

Led by the award-winning **StoryFutures** team at **Royal Holloway, University of London**, the **CoSTAR National Lab** is the central hub of the CoSTAR Network, a £75.6 million investment by the UKRI Infrastructure Fund, delivered by the Arts and Humanities Research Council (AHRC). This is infrastructure that combines state-of-the-art facilities, technology research and an exciting series of industry and academic partnerships to fuel creative industries growth across the UK. CoSTAR National Lab is delivered via a world-leading industry x research partnership that includes: Pinewood Studios, Disguise, BT, University of Surrey, Abertay University and the National Film and Television School.

## About this Research Project

This Research Project is led by CoSTAR National Lab working in collaboration with Liverpool based Creative Cluster MusicFutures and supported by the Music Venue Trust. The aim is to use new and emerging technologies and research expertise to tackle some of the grass root sector's unique challenges in pursuit of a more equitable future for the UK's live music sector. By catalysing new relationships between cutting edge UK companies, venue owners and operators, and emerging artists we are seeking to innovate in the context of the shared live experience and the role that technologies can play in shifting and extending its boundaries and its value for grass roots venues.

