

# ANAGRAM

## Announcing 'INSIDE MENTAL HEALTH', a two-year project in partnership with medical education specialists to develop Emmy-nominated VR experience, 'GOLIATH: PLAYING WITH REALITY', into an innovative training series for healthcare workers

**LONDON, UK** (May 31, 2023)—ANAGRAM today announced it has secured funding to create a new virtual reality training series for health care workers using its multi-award winning title, *Goliath: Playing with Reality* (2021).



Coupled with the surge in demand for mental health services, and in wake of heightened pressure within the NHS leading to record staff burnout and walkouts, *Inside Mental Health* is an impactful immersive resource to deliver better training around mental health. A physical toolkit guides the sessions which begin with a narrative VR experience where each participant's biometric data is captured in real-time, and concludes with an interactive reflection session.

The VR component of *Inside Mental Health* is based on ANAGRAM's Emmy-nominated *Goliath: Playing with Reality*—a 25-minute VR experience narrated by Academy Award-winning actress Tilda Swinton—which depicts the true story of a man experiencing psychosis. Following its success in major festivals around the world, and requests from educators, healthcare and social care institutions, ANAGRAM started to develop *Inside Mental Health* in 2021 as a standalone, immersive learning resource to enhance learning and training about mental health.

Funded by [Innovate UK](#) and [Ufi VocTech Trust](#), and guided by an Advisory Panel of experts, *Inside Mental Health* has already been used to support learning for nurses at the School of Health and Social Wellbeing at the University of the West of England. The team will further develop the experience for a broad range of health care professionals working alongside Lucy Watkins (Mental Health Nurse & Portfolio Lead for Simulation and Digital Technology in the School), and Dr. Chris Kowalski (Consultant Psychiatrist & Simulation Lead at Oxford Health NHS Foundation).

Through funding from [MyWorld](#) the team will look at ways in which biometric data capture during immersive experiences can provide insights for the participant that can lead to improved learning outcomes. This stand alone application, 'Feel Learn Do' will be used alongside the *Goliath* VR experience as well as future projects from the studio.

*"Data has long been used to collect information about the participant but often remains out of sight. We are interested in seeing how sharing the data with the user offers them the opportunity to gain insights into their own emotional journey which supports learning and behaviour changes that endure."*

**May Abdalla**, CEO, Anagram

*"We are excited to be partnering with ANAGRAM to explore the potential of VR experiences to enhance empathy and perspective taking for mental health practice. This is particularly relevant given the current pressures on services and in the context of increasing levels of compassion fatigue."*

**Dr. Chris Kowalski**, Consultant Psychiatrist and Simulation Lead at Oxford Health NHS Foundation Trust

"Bringing Inside Mental Health to our students gave them an important and memorable experience that allowed us to deliver high quality and impactful teaching [...] Anagram really understands how to use VR meaningfully in learning. Working with them brought value, significance and impact to our teaching."

**Lucy Watkins**, Senior Lecturer for Mental Health Nursing, University of West England

For more information about *Goliath: Playing With Reality*, visit [goliathvr.io](http://goliathvr.io) and [instagram.com/goliathvr](https://www.instagram.com/goliathvr)

For more information about *Inside Mental Health*, visit [insidementalhealth.io](http://insidementalhealth.io)

**For more information and press inquiries, please contact Sean Carroll at Anagram.**

Sean Carroll

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### **About Anagram**

Anagram is a multi award-winning creative studio specialising in thought-provoking interactive storytelling and immersive experience design. They are the studio behind *Goliath: Playing with Reality*, winner of the Grand Jury Prize for Best VR Immersive Work at the 78th Venice International Film Festival (2021), and a News & Documentary Emmy Award in the Outstanding Interactive Media Innovation category nomination (2022); *The Collider* and *Door into the Dark*, winners of the 2015 Tribeca Film Festival Storyscapes award, the 2019 Sandbox Immersive Art Award, and part of the Best VR in 2019 at the Venice International Film Festival. [weareanagram.co.uk](http://weareanagram.co.uk)

### **About Ufi VocTech Trust**

Ufi VocTech Trust became a grant-funding body following the sale of Learndirect in 2010. With an initial fund of £50m, the Trust is focussed on delivering an increase in the scale of vocational learning. We support the delivery of adult vocational skills through digital technology and our aim is to use our funding to catalyse change across the UK so that significant scale can be achieved in digital vocational learning for adults. [ufi.co.uk](http://ufi.co.uk)

### **About Innovate UK**

Innovate UK is creating a better future by inspiring, involving and investing in businesses developing life-changing innovations. We provide targeted sectors with expertise, facilities and funding to test, demonstrate and evolve their ideas, driving UK productivity and economic growth. Join our network and communities of innovators to realise the potential of your ideas and accelerate business growth. Innovate UK: inspiring business innovation. [ukri.org/councils/innovate-uk](http://ukri.org/councils/innovate-uk)

### **About Digital Catapult**

Digital Catapult is the UK authority on advanced digital technology. Through collaboration and innovation, we accelerate industry adoption to drive growth and opportunity across the economy. We bring together an expert and enterprising community of researchers, startups, scaleups and industry leaders to discover new ways to solve the big challenges limiting the UK's future potential. Through our specialist programmes and experimental facilities, we make sure that innovation thrives and the right solutions make it to the real world. Our goal is to accelerate new possibilities in everything we do and for every business we partner with the journey – breaking down barriers, de-risking innovation, opening up markets and responsibly shaping the products, services and experiences of the future. [digitapult.org.uk](http://digitapult.org.uk)

### **About MyWorld**

MyWorld is supported by £30m of funding from the UK Research and Innovation's (UKRI) Strength in Places Fund and is connecting regional and national partners with global tech giants, including Netflix, Google, and Microsoft. Made up of a unique cross-sector consortium, its partners include the BBC, Aardman Animations, BT, Digital Catapult, and Bristol Old Vic. The hub is projected to generate more than 700 new jobs and boost the regional economy by £223m. It aims to forge dynamic collaborations between world-leading academic institutions and creative industries to develop technological innovation, creative excellence, inclusive cultures, and knowledge sharing. [myworld-creates.com](http://myworld-creates.com)

### **About The University of the West of England (UWE Bristol)**

The University of the West of England (UWE Bristol) has a global and inclusive outlook, with approximately 36,000 students and strong industry networks and connections with over 1,000 employers. Research at UWE Bristol focuses on real world problems and the University plays a pivotal role in the regional economy. With over £300 million invested in infrastructure, buildings and facilities across all Campuses, UWE Bristol is creating a place for learning that is innovative, ambitious, connected, enabling and inclusive. UWE Bristol is ranked 24th in the Guardian university league table. [uwe.ac.uk](http://uwe.ac.uk)