

**2021** BOOKLET

**NOV 15<sup>TH</sup>—19<sup>TH</sup>**



# EUROPEAN CREATOR'S LAB

The European Creators' Lab is organized by the XR HUB Bavaria, in partnership with the Games & XR Association Mitteldeutschland, financed with the support of the Creative Europe MEDIA Programme of the European Union, the FilmFernsehFonds Bayern (FFF), and the Mitteldeutsche Medienförderung (MDM).

## FUNDERS

Supported and made possible by our funders:



Co-funded by the  
Creative Europe MEDIA Programme  
of the European Union



GAMES&XR  
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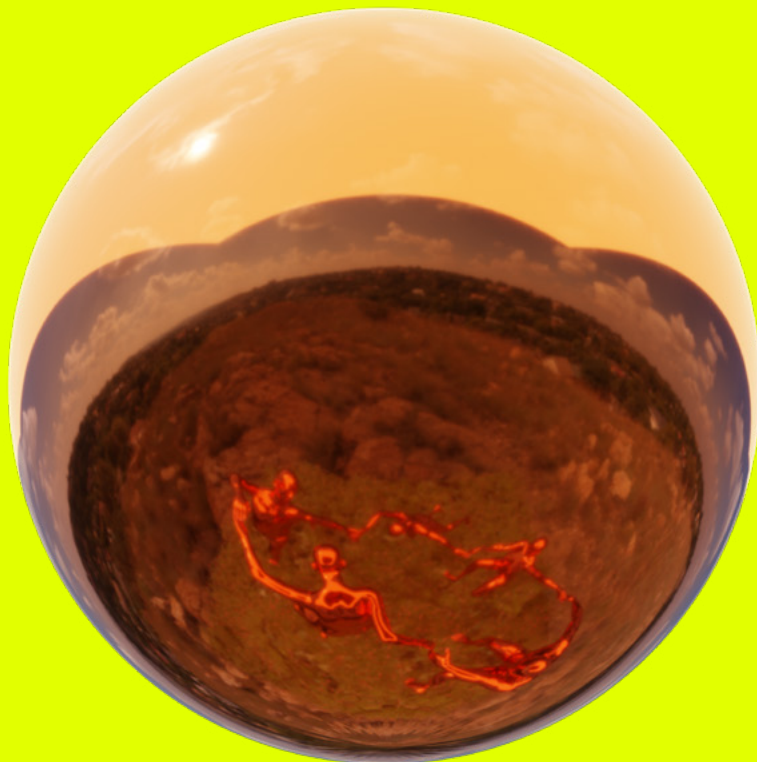
## THANKS

Special thanks to WOMEN IN IMMERSIVE TECH (WIIT) for their continued support and the great work they have been doing for years to increase visibility, diversity, and gender equity in immersive technologies.

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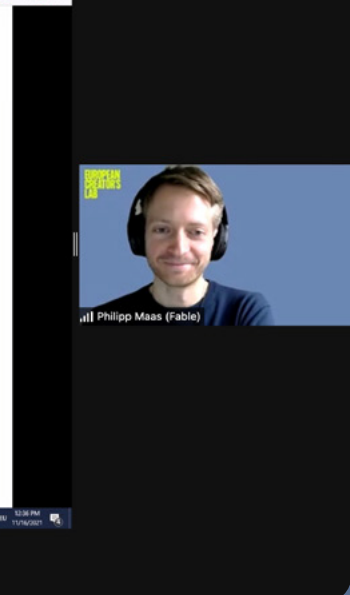
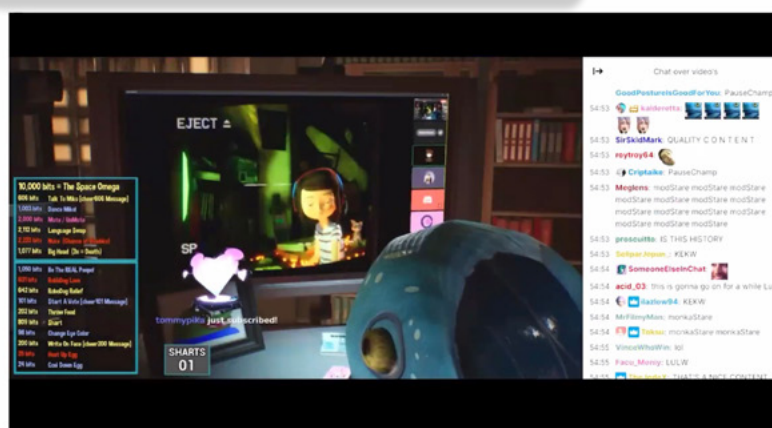
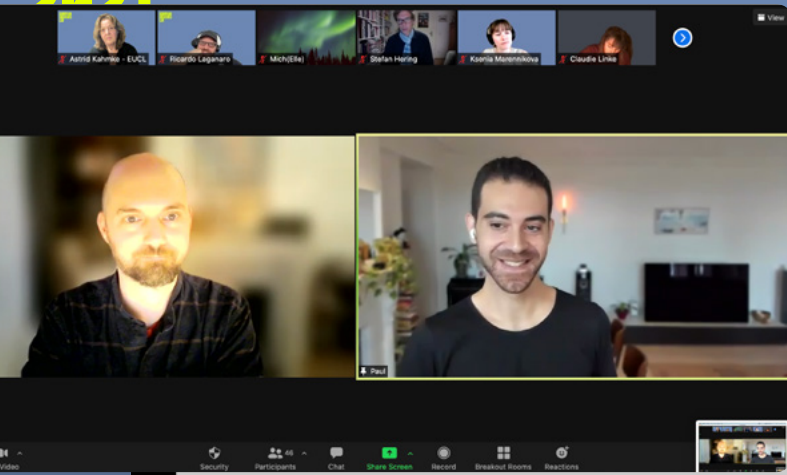










Foto: The ECL Team

## THE EUROPEAN CREATORS' LAB — A PLACE FOR VISIONARIES AND ARTISTS

The EUCL started only five years ago – and yet it feels like it was a different, pre-immersive time. And that's not just because of the major caesura that the pandemic carved into our biographies, but also because of the blazingly fast developments that technology and artistic approach has passed in the meantime.

2016 was the year when hard- and software for VR slowly became accessible, when the first consumer devices hit the market and when artists and creatives re-measured the boundaries of storytelling. At international festivals I have witnessed experiences that took me completely by surprise, that let my heartbeat faster, that moved me to tears or made me laugh out loud. But I have also seen that only those who also had access to technology and expert knowledge could develop for the immersive medium. Back then, in 2016, there were comparatively few European artists represented in the international festival landscape, and that was certainly not because Europe had no creative forces.

I really wanted to be there when the newborn medium learns to walk – together with all of you, you artists, visionaries, and daredevils. I was asking how we can help all those who want to participate in the co-creation, who want to engage with immersive storytelling to enter discourse, to explore together, to exchange ideas and to take the next steps.

It was clear to me that we need a platform for creatives where we can not only learn the existing knowledge, but also get to know each other and network. I dreamed of a sandbox, where we could experiment and ask all the questions you may have when you don't know the language or grammar of a new medium. And I wanted to create a place where we unite the greatest possible diversity – as many cultural and creative

backgrounds as possible, across disciplines, without borders, simply because innovation thrives best in a multi-disciplinary and diverse environment.

Inspired by the many masterminds, storytellers, and artists I had the pleasure to meet until then, inspired especially by the work of INGA VON STADEN, INGRID KOPP, LIZ ROSENTHAL, MICHEL REILHAC, BRETT LEONHARD, THOMAS WALLNER, LANCE WEILER and SHARI FRILOT, the concept for the first EUROPEAN CREATORS' LAB was born in 2016 and came to life with the first cohort, with the first participants who embraced the space and the opportunities we offered one year later. At this point, a big thank you goes to this intrepid gang from all over Europe who created something so special - and to SARA LISA VOGL, who stood by me from the beginning and generously gave away all her knowledge and skills – what she does until today.

The Lab was a success right from the start. We saw the urgent need for exchange, for joint exploration of all the opportunities of immersive storytelling, the joy of discovery, we observed how friendships were formed, how co-productions were initiated, how projects were further or newly developed, we saw - and still see - how our alumni support each other.

In 2018, we were able to grow and offer not only a Development Lab, but the first Booster. We were happy to have returners - we take that as a compliment - and again a very diverse group, and great mentors who supported us. PAUL RAPHAËL, TAMIKO THIEL, MADS DAMSBO, SÖNKE KIRCHHOF, KEVIN TSKII - just to name a few, accompanied us through the Lab. The following Booster Lab was organized together with VR Days in Amsterdam with the support of BENJAMIN DE WIT.

And in 2019, we were again able to attract outstanding mentors such as HSIN-CHIEN HUANG, ERSIN HAN ERSIN, LUCAS RIZOTTO, TUPAC MARTIR and AVINASH CHANGA. And of course, we have had great local support - with numerous partners and mentors such as FABRIZIO PALMAS, ELISABETH MAYER, LENA FISCHER, and CLARENCE DADSON.

We are far from knowing all the projects that have emerged from all the EUCL teams. Some ideas were further developed, received funding, went through other labs like the Booster or the workshops of the Biennale CollegeCinemaVR in Venice, and were produced. We are proud of these projects but even more proud that we could prepare the soil for this fruitful collaboration.

2020 – well, while we were all thoroughly shaken up by the pandemic, on the other hand, virtual reality made a huge leap forward. VR festivals shifted from in-person to virtual events, and while travel and even socializing became partially impossible, we learned to work together in the Metaverse.

The pandemic kept us on our toes in 2021 as well - and so the decision to hold the two labs online was not easy, but it was the only right one. This was the only way we could welcome all of our 80 participants and mentors from 27 nations!

And this is just the right moment to thank all our partners, supporters and above all a great team: STEFAN SUTOR, SILKE SCHMIDT, MARVIN EHLERS, ISABELLA OSTERMANN and TANJA ADLFINGER, INSA WIESE, DANIEL REMLER, MARTIN GRAU, FELIX NEUMANN



Foto: Astrid's Avatar, created by @Meta\_R00T

for a wonderful design, the FILMFERNSEHFONDS BAYERN, the MITTELDEUTSCHE MEDIENFÖRDERUNG, the GAMES & XR ASSOCIATION MITTELDEUTSCHLAND, FRIEDRICH LÜDER and NADJA ALBUS-HILPERT, the LEIBNIZ SUPERCOMPUTING CENTRE MUNICH, DR. DIETER KRANZLMÜLLER and THOMAS ODAKER, GAMES BAVARIA, WOMEN IN IMMERSIVE TECH (WIIT) EUROPE, and above all: CREATIVE EUROPE MEDIA PROGRAM – and here in particular INGEBORG DEGENER and EWA SZUROGAJLO from the Creative Europe Media Desk Munich!

Very special thanks to all our mentors this year – to KATHRIN BRUNNER & OLIVER CZESLIK, ANA BRZEZINSKA, KENT BYE, AVINASH CHANGA, MATHIAS CHELEBOURG, MATHIEU GAYET, MAX HAARICH, ALEX HERRMANN, IOULIA ISSERLIS, INGRID KOPP, RICARDO LAGANARO, MATTHIAS LEITNER, PHILIPP MAAS, ELISABETH MAYER, PAUL RAPHAËL, LIZ ROSENTHAL, LENA THIELE, DAMIAN TURKIEH, SARA LISA VOGL and to my colleague SYLVAIN GRAIN.

It was artists, creatives, and curious people who kept pushing the boundaries of storytelling and experience that drove the evolution of technologies. It was artists, creatives, and curious people who created the first creation tools in VR to work in VR. And it was the artists who allowed VR to grow into what it is today: a medium, a social place, an indispensable technology, a new art form – a universe that is already changing the way we live, learn, heal, celebrate, collaborate and - tell stories.

Welcome to the European Creators' Lab 2021. It is you, who make this lab so special. It lives only from your energy, from your curiosity and from your ideas. We have prepared the ground - now you take over!

SARA LISA VOGL and to my colleague SYLVAIN GRAIN.

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Astrid Kahmke, Head of the European Creators' Lab





With 60 participants and 19 mentors in both labs, representing 27 nationalities and multiple professional backgrounds, this year's edition of the European Creators' Lab perfectly represents the spirit of Creative Europe MEDIA, the funding programme of the European Union for the audio-visual sector. Creative Europe encourages the cooperation of creatives across borders to explore new ways of storytelling and make innovative use of cutting edge technology. The professional networks (and personal friendships) engendered by the "Talents and Skills" scheme, of which the Lab is a distinctive element, provide the basis for ambitious projects combining the skills and resources of several partners.

Creative Europe has supported the European Creators' Lab since 2017, as the first European training programme dedicated to exploring immersive technologies and developing prototypes of immersive projects. Producers of narrative immersive projects - like those initiated at the Development Lab - can apply for funding for further development under several Creative Europe MEDIA funding schemes, such as "Video Games and Immersive Content Development", "European Co-Development", "European Slate Development" or "European Mini-Slate Development". Furthermore, the funding schemes "Innovative Tools and Business Models" and "Creative Innovation Lab" provide opportunities for companies offering creative digital solutions which help to make the creative industries in Europe more sustainable and competitive.

As a Creative Europe Desk, we wish you a fruitful and enriching experience at the Lab and look forward to discussing funding opportunities with you for immersive projects inspired by and initiated at this year's Development Lab!



Creative Europe  
Desk München  
**MEDIA**

Dear Participants and Mentors of the European Creators' Lab,  
Welcome to the 2021 edition of the European Creators' Lab. We are very excited to host these special weeks with wonderful mentors from around the world and hand-picked creative participants. The beauty of this lab is that it offers space for creative processes. This is even more important in times when the goal is to achieve scalable results in a short period of time. We encourage everyone to take time to hone stories to be experienced in extended reality, to be creative, and to be bold. The lab is not meant to be completed at the end of the week, but to serve as a starting point for future developments.

First, the Lab will provide attendees with a toolkit and insights into the state of the art of storytelling for VR and helpful technologies by the most internationally interesting minds on these topics. Then there will be space to discuss and develop your own thoughts and ideas, to form new partnerships for new projects.

For the first time, participants and mentors will not meet in a real beer garden in Munich, but in digital and virtual spaces. Astrid and her team have put a lot of effort into creating an atmosphere that allows for a fruitful exchange.

A big thank you to Astrid, who has prepared intensively for both labs, contributing all her knowledge and experience. I wish you stimulating weeks and moving encounters.

All the best

Stefan Sutor, CEO Medien.Bayern GmbH



# WELCOME

by **Silke Schmidt**,  
*Head of XR HUB Munich*

The XR HUB Bavaria is an initiative to develop Bavaria as a leading location for eXtended Reality Media. The Bavarian State Ministry for Digital Affairs supports the XR HUB Bavaria at three locations: Munich, Nuremberg and Wuerzburg. Find the latest information and trends for Virtual, Augmented & Mixed Reality. Discover the platform in Bavaria to connect to players in the XR community and get support for the implementation of your ideas. We connect the players in the XR community with entrepreneurs and with people who are curious or want to know how XR will change their working and living environment.



For virtual gatherings we have created the XR Spaces. Our landing page <https://xrspaces.xrhub-bavaria.de/> gives an overview about virtual spaces

that can be used by the community. Anyone can come to us and use these virtual rooms for a wide variety of purposes: whether art exhibitions, workshops or simply a casual exchange at a virtual bar, everything is possible. We design virtual spaces ourselves, but also publish and link good projects from the community and encourage interested people to connect with us. We are open to integrate spaces on different platforms to XR Spaces, and we are keen on following and shaping the current developments of the future vision of the metaverse.



The XR Network <https://xrnetwork.xrhub-bavaria.de/en> is our central digital community hub for the XR ecosystem in Bavaria and beyond. Universities,

companies, agencies, freelancers, artists and institutions with a connection to XR from all over the globe can register on a web portal, network with each other, publish their portfolio and find partners for new projects.



Do not hesitate to contact us!  
Contact details:  
Website: <https://xrhub-bavaria.de>  
Email: [hi@xrhub-bavaria.de](mailto:hi@xrhub-bavaria.de)

FFF Bayern has the task of providing highly quantitative and qualitative film- and games funding in Bavaria as well as offering several services for the film and games industry. With our newest funding program for XR, we are enabling creative content that goes beyond the traditional, established formats. In this way, we're supporting creative people in the use of the great opportunities offered by XR technologies. Because immersive technology is on the rise. It continues to blur the lines between virtuality and reality and it will open up a world of creativity with a huge impact on our perception. Our latest funded projects show how successful these immersive experiences have been – nationally as well as internationally – such as Phantom Oktoberfest by Philip Gröning, Mind the Brain by mYndstorm productions or BiolumVR by Reynard Films. Bavaria and especially Munich is home to several XR producers who are very active creating extraordinary immersive content. And with the European Creators' Lab, XR creators have the unique possibility to exchange their knowledge, learn from each other and the renowned experts and get inspired for their future projects. Thanks a lot to Astrid Kahmke and her committed team for establishing and organizing such an outstanding event.



**FFF Bayern**

In order to contribute to shaping the digital future, you need access to key innovative technologies. The association “Games and XR Mitteldeutschland” promotes two such complex technologies throughout the federal states of Thuringia, Saxony and Saxony-Anhalt: Gamification and Extended Reality (XR).

The goal of the “Game und XR Mitteldeutschland” association is to establish Central Germany as a hotspot for games and XR companies. And for good reason: It is home to the highest concentration of universities specialising in interactive media and XR, in Germany. The region is particularly start-up-friendly and has the political spirit to also support cultural enterprises in technical innovations.

„We’re convinced that Central Germany has the potential to be a home for forward thinking companies and skilled personnel from all around the world.“ – Friedrich Lüder

Founded in spring 2019, today the association is made up of 68 members and over 610 associates from the fields of business, politics, education and culture. It is a network that links companies in the games and XR industry with regional companies in other sectors, as well as educational and cultural institutions. It also contributes to a more start-up-friendly environment with a view to retaining local skilled workers and attracting new businesses.

To this end, the association maintains lively communication between all stakeholders in the network. It organises and promotes events such as meet-ups and workshops for local players in the sector, as well as cross-sector events. It also facilitates trade fair participation by regional players in the games and XR industry, both nationally and internationally.





## TEAM



**ASTRID KAHMKE**  
Head and Training Lead  
EUROPEAN CREATORS' LAB



**INSA WIESE**  
Event Manager  
EUROPEAN CREATORS' LAB



**SILKE SCHMIDT**  
Organizer  
XR HUB Bavaria



**NADJA ALBUS-HILPERT**  
Partners & Network  
EUROPEAN CREATORS' LAB



**MARVIN EHLERS**  
Website Content & Zoom Host  
XR HUB Bavaria



**ISABELLA OSTERMANN**  
Medien.Bayern GmbH / Finance & HR



**DANIEL REMLER**  
Zoom Host



**MARTIN GRAU**  
Zoom Host



**TANJA ADLFINGER**  
Marketing & Communications  
XR HUB Bavaria

2021

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# DEVELOPMENT LAB

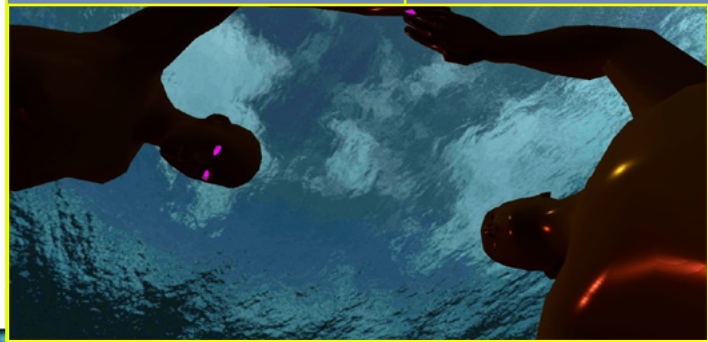
Storytelling, content development and the creative challenges of immersive story worlds are in focus of the DEVELOPMENT LAB. Packed with intense expert sessions, keynotes and masterclasses it provides a safe space to learn, explore, experiment and collaborate – in a non-competitive, multi-disciplinary, creative environment, where we develop ideas and make friends with the global VR family.

The 2021 edition of the Development Lab has been organized online on digital platforms and in virtual spaces. It took place November 15th to 19th, 2021.



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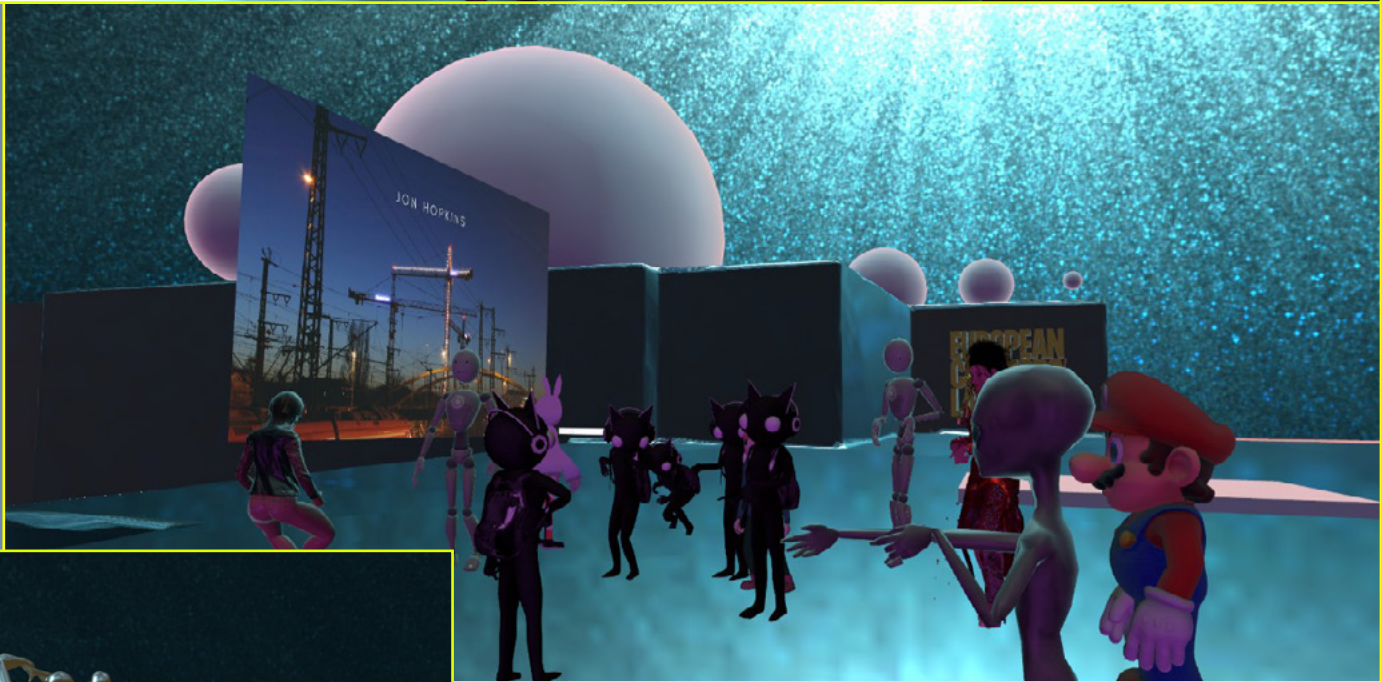
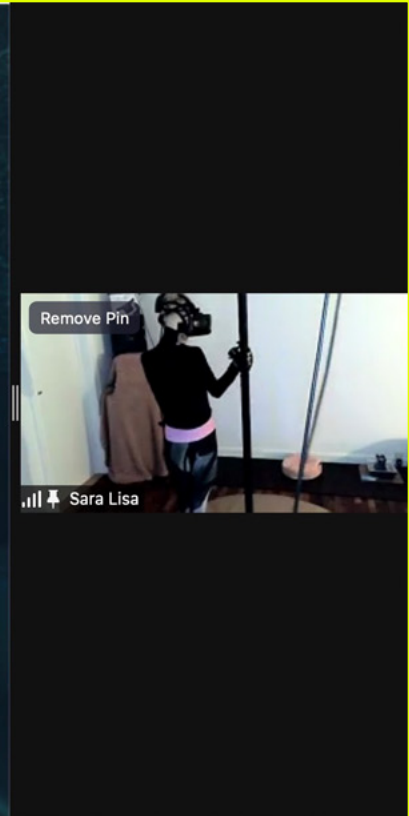
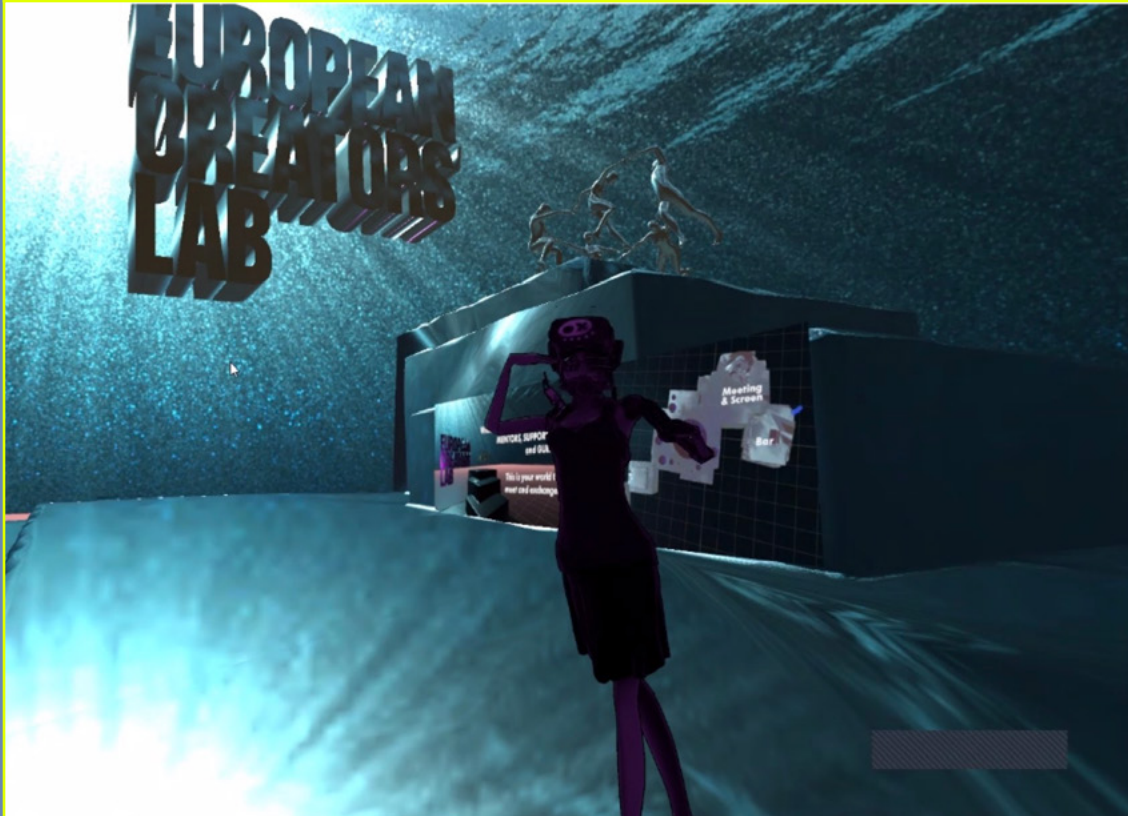
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"THIS IS AN AMAZING FAST TRACK TO CATCH UP WITH INDUSTRY LEADERS AND FUTURE COLLEAGUES. 5 DAYS, AND YOU'RE PRETTY MUCH ON THE SAME PAGE!"

"I LEARNT SO MUCH, THE CONFERENCES WERE GREAT, WITH AMAZING SPEAKERS. THE MOOD OF THE LAB WAS CREATIVE AND IT WAS TRULY A SAFE SPACE."

"IT LITERALLY OPENED MY EYES IN MANY WAYS AND ALSO SOME OF THE ONLINE CONNECTIONS WE HAVE ESTABLISHED OVER THE WEEK WILL BE THERE FOR THE COMING PROJECTS WHICH IS PRICELESS."

"IT IS LIKE XR FAST LEARNING ON STEROIDS, WITH A TOUCH OF NATURAL FLAVOUR."



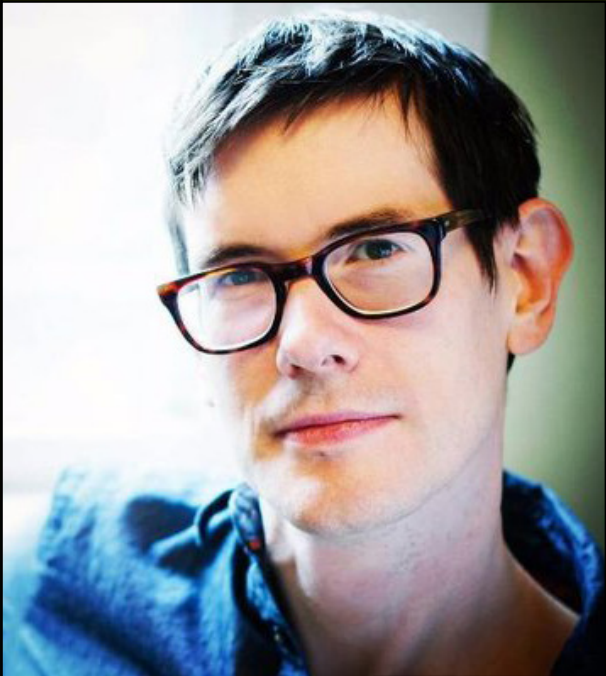





## OPENING KEYNOTE: "EXPERIENTIAL DESIGN & IMMERSIVE STORYTELLING"

Since May 2014, Kent Bye has conducted over 1600 Voices of VR podcast interviews featuring the pioneering artists, storytellers, and technologists driving the resurgence of virtual & augmented reality. He's an oral historian, experiential journalist, & aspiring philosopher, helping to define the patterns of immersive storytelling, experiential design, ethical frameworks, & the ultimate potential of XR.

You can find his podcast at [voicesofvr.com](http://voicesofvr.com) and his latest thoughts on Twitter [@kentbye](https://twitter.com/kentbye).



LIZ ROSENTHAL	UK, London	SPECIALS
<p>A pioneer of immersive and interactive storytelling, specialising in audiovisual innovation.</p> <p>Curator, executive producer and pioneer of immersive and interactive creative media.</p> <p>Liz is Curator of Venice Biennale's International Film Festival's Official Selection and Competition programme Venice VR, Executive Producer of immersive content accelerator programme, CreativeXR, led by Arts Council England and Digital Catapult and the CEO &amp; Founder of trail-blazing innovation company Power to the Pixel.</p> <p>Throughout her career, Liz has helped international media businesses and artists to innovate and adapt their practice to evolving platforms, tools and audiences. She has advised countless leading international festivals, media organisations and national and regional funds and led numerous incubation and funding programmes as well as curated exhibitions for interactive and immersive works.</p> <p>Liz began her media career in the film business. She set up and ran the UK office for Next Wave Films a division of the Independent Film Channel in the US from 1998 to 2002. Next Wave was a pioneer in the production, finance and sales of micro-budget features by filmmakers such as Christopher Nolan.</p> <p>She is invited regularly to speak at leading events and institutions around the world and is a board director of The Spacecommissioning fund for digital arts projects), an advisory board member of Immerse UK whose content subgroup she chairs. She is a member of BAFTA, the International Academy of Digital Arts and Sciences, The Guild of Future Architects and a fellow of the RSA.</p>		
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# FIRESIDE CHAT: MATHIEU GAYET MEETS PAUL RAPHAËL

An immersive entertainment revolutionary, Paul Raphaël combines creative and technological innovation to design ever-evolving forms of storytelling. The EMMY® Award-winning filmmaker, visual artist, director and studio head is known for his projects' remarkable sense of presence and ingenuity.

He's enhanced how viewers consciously and personally connect with an experience, creating incredibly life-like, emotionally authentic worlds through the technologies of VR, AR and MR. In a decade-long collaboration with his Felix & Paul Studios co-founder Félix Lajeunesse, he designed the camera technologies that brought the duo's concepts to life. Together they created the first ever cinematic VR experience, Strangers with Patrick Watson — the project that launched Felix & Paul Studios in 2013.

Since then, Paul has co-directed and overseen the creative direction of the studio's 21 projects, including the EMMY®Award-winning interactive feature The People's House with former-President Barack Obama, original VR fiction-feature experience Miyubi, and documentary series Space Explorers in collaboration with NASA. He's brought his expertise to recent co-productions Roger Ross Williams' Oscar-winning Traveling While Black, NFB-Clyde Henry Productions' Gymnasia, and is working with TIME on the latest filming of Space Explorers aboard the International Space Station, using Felix & Paul Studios' specialized cameras. Spurring the evolution of storytelling as an interactive experience, Paul works closely with expanded technical teams and creative partners to lead Felix & Paul Studios into an elevated future of immersive entertainment.



[www.felixandpaul.com/](http://www.felixandpaul.com/)

From the beginning of the 2000s, Mathieu Gayet focused on the emergence of the internet and new broadcasting media.

After several years in cinema production, he co-founded in 2016 RED5, a social media and marketing agency, in order to create digital assets and deliver community management expertise for French companies of the entertainment world (cinema, television, new media, festivals and events...). His clients included The Walt Disney Company France, the Virtuality B2B show, CinéTévé... He is currently based in Paris, France.

Mathieu Gayet is also a copywriter for various media (Onlike.net, CinemaTeaser...) in France. For the last 5 years he was looking at new media and storytelling: virtual or augmented reality, interactive applications, and the desire to develop new tools to support producers and broadcasters in this creative sector. In July 2018 he launched a new media dedicated to immersive storytelling, XRMust.com, with an international and professional audience of creators, producers and curator from the XR industry.

Since 2019 he is the curator of a 3-days workshop in Angoulême, Immersivity, which invites +100 creative people from the immersive industry to discuss the future of the XR storytelling.









With a storyteller's heart Astrid works as curator for immersive arts, consultant, coach, and producer. In the past she produced international feature films, and, after more than 20 years in the film industry, she moved forward to immersive media. She was Creative Director of the Bavarian Film Center for several years, where she started to build the infrastructure for the XR industry with governmental support in Bavaria from 2016 on. She was co-founder and director of the Virtual Worlds Festival and co-curated one of the first VR Festivals completely in Virtual Reality together with Stereopsia (Brussels) and VRrOOm in VRChat in 2020. She is internationally requested as speaker and lecturer and is member of numerous juries and committees with a focus on narrative XR. Astrid co-founded and designed the European Creators' Lab for artistic XR in 2017 and has been the director and soul of EUCL ever since.




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Kathrin Brunner is a passionate innovator and producer in the field of digital media, digital media distribution and content development. Curiosity is what drives her.

She has held Senior Management positions at Warner/ Bertelsmann Joint Venture in2movies, Deutsche Telekom and Discovery Communications. Her company Starberry.the media factory has consulting credentials with a wide range of companies, from ProSiebenSat1's VoD platform maxdome to the german public broadcasters. With mYndstorm productions Berlin she is currently curating the film selection on behalf of Endava GmbH for Deutsche Bahn and their train cinema platform. With mYndstorm productions Munich, she specializes on future concepts for narration. mYndstorm produces neuroreactive Virtual Reality Experiences; among others the award winning "Mind the Brain!", funded by fff Bayern.

Kathrin Brunner holds a doctoral degree in Strategic Management from Munich School of Management (LMU) on the topic of Organisation Theory in times of Globalization.



<div data-bbox="15 22 635 112" data-label="Section-Header"> <h1>ANA BRZEZINSKA</h1> </div> <div data-bbox="15 112 635 1310" data-label="Text"> <p>Ana Brzezińska is a Senior Producer &amp; Curator, currently running an American-French immersive production studio Kaleidoscope. The company co-produces VR experiences ('Spheres', starring Jessica Chastain and Patti Smith and executive produced by Darren Aronofsky, 'Battlescar', starring Rosario Dawson, 'Evolver' executive produced by Terrence Malick), events and exhibitions in the virtual gallery of the Museum of Other Realities including the biggest VR exhibition at Cannes XR/Marché du Film, a first virtual fashion show with RYOT/Verizon Media, and a first national collection of immersive art with Digital Catapult/UKRI.</p> <p>Ana collaborates with public funds (Creative Europe MEDIA, Polish Film Institute), non-governmental organizations, universities and business. Former Discovery Group Producer and Director, and Lead Multimedia Specialist at the Grand Theatre–National Opera, she has over 15 years of experience in audiovisual content creation working across TV, film, digital media and theatre. She is also the author of awarded documentary and virtual reality projects.</p> <p>For most of her career, Ana has been working across realities, mediums and genres helping creators, institutions and brands tell impactful stories, embrace innovation as a core part of their philosophy, use and develop technology to create positive change. A diverse background, education in art history, philosophy and theatre, combined with a life-long passion for technology allowed her many times to prove her value as a successful project leader.</p> </div>	<div data-bbox="635 22 957 112" data-label="Text"> <p>France, Strasbourg</p> </div> <div data-bbox="635 112 957 1310" data-label="Image">  </div>
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<div data-bbox="15 1310 635 1400" data-label="Section-Header"> <h1>KALEIDOSCOPE</h1> </div> <div data-bbox="15 1400 635 2195" data-label="Text"> <p>Kaleidoscope is an immersive production studio specializing in virtual and hybrid event production, bringing outstanding XR experiences to life, and fostering up-and-coming projects and talent. Partnering with the Museum of Other Realities, Kaleidoscope has been on the bleeding edge of virtual event production, co-creating a number of immersive gatherings including the biggest VR exhibition in virtual reality at Cannes XR/Marché du Film, a first virtual fashion show with RYOT/Verizon Media, and a first national collection of immersive art with Digital Catapult/UKRI.</p> <p>With a commitment to creative exploration, Kaleidoscope has produced some of the industry's most groundbreaking work including the animated VR film BATTLESCAR, starring Rosario Dawson, and the VR series SPHERES, starring Jessica Chastain and Patti Smith and executive produced by Darren Aronofsky. Kaleidoscope has also helped creators raise more than \$34MM for original projects including the first seven-figure deal for a VR film at Sundance.</p> </div>	<div data-bbox="635 1310 957 1400" data-label="Section-Header"> <h2>Company Profile</h2> </div> <div data-bbox="635 1400 957 2195" data-label="Text"> <p></p> </div>	<div data-bbox="957 1400 1564 2195" data-label="List-Group"> <div data-bbox="957 1400 1564 1713"> <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>• <u>Artizen</u>: <a href="https://twitter.com/ArtizenFund">https://twitter.com/ArtizenFund</a></li> <li>• <u>Kaleidoscope</u>: <a href="https://twitter.com/KaleidoVR">https://twitter.com/KaleidoVR</a></li> <li>• <u>Ana</u>: <a href="https://twitter.com/anapetersdottir">https://twitter.com/anapetersdottir</a></li> </ul> </div> <div data-bbox="957 1713 1564 2195"> <p><b>LinkedIn</b></p> <ul style="list-style-type: none"> <li>• <u>Kaleidoscope</u>: <a href="https://www.linkedin.com/company/kaleidoscope-vr">https://www.linkedin.com/company/kaleidoscope-vr</a></li> <li>• <u>Rene</u>: <a href="https://www.linkedin.com/in/rjpinnell/">https://www.linkedin.com/in/rjpinnell/</a></li> <li>• <u>Ana</u>: <a href="https://www.linkedin.com/in/anabrzezinska/">https://www.linkedin.com/in/anabrzezinska/</a></li> </ul> </div> </div>
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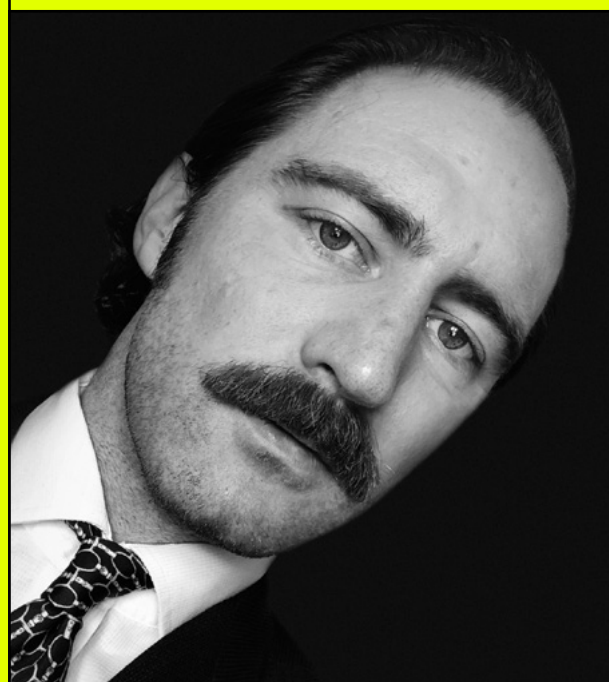


Oliver Czeslik is an award-winning creator, writer and producer of VR Experiences, plays and films. His plays have toured internationally, including Philip Seymore Hoffman staged “khaddafi rocks” at the Public Theatre New York. His current VR installation “Mind The Brain!” will be on view at Deutsches Museum Munich in Nov. 2021. He produced theatrical and TV feature films, mostly based on his screenplays, and shown among others on Sky Movies and ZDF and cinemas. Oliver is a frequent lecturer, among others at Deutsche Film und Fernsehakademie Berlin/dffb), and lead international workshops e.g. at Theatertreffen Berlin. Founder of the screen-writing department at S. Fischer publishers, Frankfurt a.M.


Together with Kathrin Brunner, Oliver Czeslik founded mYndstorm productions to bring movement to the structures – between the galloping development in the field of film, science, VR, AI and visual Art; and traditional cultural values and ideas of ‘storytelling’. mYndstorm productions works with artists, scientists and technologists to create an extension of human perceptual capabilities in VR through neurosensory body feedback and a new understanding of narration.



Max Haarich (he/his) is a Munich-based artistic researcher, conceptual artist, and ethicist. He has studied communication science at RWTH Aachen and Critical Thinking at the University of the Underground in New York. After his studies he researched Artificial Intelligence at RWTH Aachen and worked as the Manager Communications for Europe's leading startup center before he quit his job to build bridges between arts and tech. He founded the Embassy of the Republic of Užupis to artistically reflect about the impact of technologies like artificial intelligence and blockchain. His embassy has exhibited at festivals like Ars Electronica and Pixelache and cooperated with partners like Harvard MetaLab and the United Nations. Max Haarich loves paradoxy, pixels and peanuts, because they all start with  $\pi$ .



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Twitter: @UzupisMuc

ALEX HERRMANN	Germany, Leipzig	MENTORS
<p>Alex Herrmann has worked in Film and Media for over 20 years. After studies of MultiMediaArt and International Co-Production he worked at Filmakademie Baden-Württemberg for the curation of interdisciplinary development labs where he implemented Hackathons into the curriculum as early as 2013. His work as a producer and thinker brought him together with partners like RedBull, Universal London, Cern, LMU Munich, Goethe Institute and many others. 5 years ago he founded expanding focus GmbH, a XR and Games studio situated in Leipzig.</p>		
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INGRID KOPP	South Africa, Cape Town	MENTORS
<p>Ingrid Kopp is a co-founder of Electric South, a non-profit initiative to develop virtual reality and other new forms of storytelling across Africa. Electric South works with interdisciplinary artists across the continent to develop, produce and distribute immersive work. In this role, she produces and facilitates an annual residential lab, and is an executive producer on award-winning VR projects, including The Other Dakar and Le Lac. Electric South projects have screened at festivals around the world including Sundance, Tribeca, and Venice.</p> <p>Ingrid also co-founded Immerse, an online publication on emerging nonfiction storytelling which is produced with MIT's Open DocLab and Dot Connector Studio. She is currently on the editorial collective for Immerse and writes a monthly newsletter on all things immersive.</p> <p>Until the end of 2017, Ingrid was a senior consultant in the Interactive Department at the Tribeca Film Institute. She was director of the department from 2011 to 2015. Through the TFI New Media Fund, she supported groundbreaking projects like The Enemy and Notes on Blindness: Into Darkness. Ingrid created the Institute's other digital and interactive programs, including the TFI Interactive conference and Tribeca Hacks, bringing storytellers, technologists, and designers together to explore new collaborations. She also created the Storyscapes section of the Tribeca Film Festival and continues to curate immersive work for the festival.</p>		

RICARDO LAGANARO	Brazil, Sao Paolo	MENTORS
<p>Ricardo Laganaro is an award-winning Brazilian director, partner, and Chief StoryTelling Officer at ARVORE Immersive Experiences. His most recent piece, The Line, has received several awards globally, including “Best VR Experience” at the 76th Venice Film Festival and a Primetime Emmy® Award for Outstanding Innovation in Interactive Programming in 2020. Ricardo entered the immersive world in 2012, creating a full-dome experience for the Museum of Tomorrow, the biggest cultural venue built in Rio for the Olympics. He also directed 360° commercials and music videos that together have over 70 million views. In 2016, Ricardo directed the VR doc “Step to the Line”, produced by Oculus. The short premiered at the Tribeca Festival 2017 and was selected amongst over 30 festivals globally.</p>		 A portrait of Ricardo Laganaro, a man with a beard and glasses, wearing a dark cap and a dark t-shirt. He is leaning forward, looking directly at the camera with a slight smile. The background is dark and out of focus.
		<div data-bbox="965 2172 1166 2197">↑ <a href="#">BACK TO CONTENTS</a></div> <div data-bbox="1425 2154 1501 2201">33</div>


I am a digital storyteller, certified ux designer and scrum master. I develop content and impact strategies for companies, NGOs, foundations and the public sector.

For Bayerischer Rundfunk, I have been heading the storytelling lab audience:first since 2015 and in the Digital Developments & Social Media department I develop program innovations such as the messenger project #icheisner or the XR installation “Die Rettung”.

In 2017 I was appointed a fellow of the Federal Cultural and Creative Industries. I have received numerous awards for my journalistic and artistic work, most recently for #icheisner the Parliament Media Prize of the German Bundestag 2020 and for “Die Rettung” with the New Realities Award 2020.






PHILIPP MAAS	Germany, Heidelberg	MENTORS
<p>Philipp Maas is a director for Animation and XR experiences. His VR short film SONAR from 2014 was one of the first from Germany to get selected at the Sundance Film Festival and was sold around the world. In 2016 he worked as a Layout Artist on the Emmy nominated DEAR ANGELICA, by Oculus Story Studio. Currently Philipp is a Director at Fable Studio, leading the company's creative efforts to push the boundaries of storytelling through interactive AI-driven virtual characters such as Lucy from the Emmy winning VR experience Wolves In The Walls.</p>		

ELISABETH MAYER	Germany, Munich	MENTORS
<p>Elisabeth Mayer has been working at Centre for Virtual Reality and Visualisation (V2C) of the Leibniz Supercomputing Centre (LRZ) since 2017. The V2C provides state-of-the-art hardware and software as well as know-how in the fields of visualisation and visualisation technologies. Elisabeth's research fields include Virtual Reality interfaces, photorealistic rendering workflows and visualisation of big datasets. Elisabeth specializes on Game Engines and 3D and uses these tools for various projects of VR and visualization. Additionally, she lectures at the LMU Munich and her lecture topics range from Virtual Reality to the use of Game Engines in research. In the past years she has also collected experience in mixed reality exhibitions, first during university as past of the Campus Exhibition of the Ars Electronica in 2017, being a mentor in the European Creators Lab 2019 and also in collaboration with the Kunsthalle Munich.</p>		
		
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LENA THIELE	Germany, Berlin	MENTORS
<p>Prof. Lena Thiele, writer and artistic director of the Berlin-based creative studio Miiqo Studios has been conceptualizing and producing award-winning digital media formats since 2003. Her focus lies on creating innovative and immersive narrative formats at the intersection of state-of-the-art technology, art, and science. Her productions received numerous awards, such as the SXSW Innovation Award for the best visual media experience, Grimme Online Award and the Prix Italia 2015. Her latest project, the VR-Experience “Myriad.Where we connect.” was in the official selection of the “Venice VR Expanded” section of the 78th Venice International Film Festival.</p> <p>She additionally works as a trainer for international programs and universities and as a consultant to the international media industry. In recent years, she has served multiple times as a member of the jury for the International Digital Emmy® Award non-fiction category and was part of the jury for the Grimme Online Awards. She was appointed to serve on the Grimme Institute’s advisory committee. Since 2016 Lena Thiele is a professor for “Digital Narratives - Art&amp;Design” at the ifs - international filmschool cologne.</p>		
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SARA LISA VOGL	Germany, Berlin & Canada, Montréal	MENTORS
<p>Sara Lisa Vogl is co-founder of the organisation Women In Immersive Technologies Europe (WIIT) and member of the Global Future Council VR/AR of the World Economic Forum. As a designer with a background in Communication Arts and Interactive Media, she has dedicated herself to the research and development of new VR experiences since 2013 and investigates their impact on human perception. Sara is convinced of the potential of immersive and virtual realities, creates new interaction concepts and experiments with possibilities in UX design for VR. Sara is based in Berlin and Montreal.</p>		
<p>IG: @saralisavogl Metaverse artist persona @Meta_R00T</p>		





SANDRA ARAUJO	Portugal, Lisbon	PARTICIPANTS
<p>sandra araujo (aka S4RA) is a digital artist that spent endless hours fighting monsters &amp; strolling through mazes. so, it only felt natural 2 evolve through an experimental &amp; explorative process of gaming visual culture &amp; popular gif files. also feeds on social media platforms 2 engage animations into the depths of gender role play &amp; political plots. still plays old school video games.</p>		
<p><a href="https://s-ara.net">https://s-ara.net</a>  <a href="mailto:s4ran3t@gmail.com">s4ran3t@gmail.com</a>            IG: @s.4ra</p>		



# ÁGNES KAROLINA BAKK

Hungary, Budapest


## PARTICIPANTS

Ágnes Karolina Bakk (1986), PhD-researcher at Moholy-Nagy University of Art and Design's Innovation Center. In her research she is focusing on the science of magic, the concept of immersion, analogue and digital storytelling as well as interaction (even between humans and non-humans). She is the founder of the immersive storytelling conference entitled Zip-Scene ([zip-scene.com](http://zip-scene.com)), that took place for the third time in 2021. She is the cofounder of Random Error Studio, a lab that supports various VR productions and is currently the curator of Vektor VR section. She is teaching escape room design, immersive&VR- storytelling and speculative design at MOME and pitched VR projects at GIFF XR Cruise, 5th Wall Forum etc. She presented her research on immersive theatre and VR at various conferences and platforms from Moscow (CILECT, 2019) to Montreal (SQUET, 2019) as well as at festivals such as DokLeipzig (2020). Her research is published international scientific journals and edited volumes.




[agnes@randomerror.studio](mailto:agnes@randomerror.studio)


GABI BASALICI	Romania, Bucharest	PARTICIPANTS
<p>Gabi Basalici (36) is a film editor living and working in Bucharest, Romania. His latest edited documentary (Lost Kids on The Beach, dir: Alina Manolache) has been screened at IDFA, CPH Docs, Docufest, Taormina, among others. In 2015, he was nominated as best editor at Gopo Awards, The Romanian Oscars.</p> <p>He is interested in non-character driven documentaries, where the structure can be shaped more freely in the editing process. Beside editing, he is also keen on interactive forms and new media, and more specifically how the storytelling evolves in different mediums.</p> <p>His interest in the narratives of multidisciplinary storytelling has started in early professional stages, while studying Multimedia at National University of Theater and Film Bucharest.</p> <p>He also participated in video installations and choreographic performances. In 2010, he produced an interactive dance performance in coproduction with Danish choreographer IDAPERFORMS. He also contributed as a projection mapping artist, remixing old film footage at live events.</p> <p>In the last 5 years, he started developing a post-production studio called Playtime Post, working as post producer for cinema and advertising projects.</p>		
<a href="http://www.playtimepost.ro">www.playtimepost.ro</a> <a href="mailto:gabi@playtimepost.ro">gabi@playtimepost.ro</a> +40 726 281 385		<a href="#">↑ BACK TO CONTENTS</a>

CIARA TAMAY BATES	Ireland, Dublin	PARTICIPANTS
<p>Ciara Tamay Del Grosso Bates is an Irish-Italian-Argentinian digital craftswoman specialising in VR and immersive content. She works with artists, corporate clients and others to build virtual worlds, training, simulations, and other interactive experiences. Ciara believes in creating things that are widely accessible, inclusive, and work with the best features of immersive mediums to create impactful and fun experiences. Mostly working with Unity, Blender, Adobe tools, Unreal, HTML and Javascript.</p> <p>She has a BA in Journalism and an MSc in Creative Digital Media and UX specialising in VR, and has experience creating things for almost every platform and purpose. She also works as a consultant on immersive tech and gives private classes / workshops on creative digital tools.</p>		
<a href="https://ciaratamay.com">https://ciaratamay.com</a> <a href="mailto:hi@ciaratamay.com">hi@ciaratamay.com</a> <a href="https://www.linkedin.com/in/ciaratamay/">LinkedIn: in/ciaratamay/</a>		<a href="#">↑ BACK TO CONTENTS</a>



SONJA BOZIC	USA, New York	PARTICIPANTS
<p>Sonja Bozic is a multi-award-winning filmmaker and professor. Serbian native and NYC-Baltimore based, she has edited, directed, and produced a wide range of video forms that have been screened at the festivals internationally, including the Cannes Film Festival, and she participated in the 2013 Tribeca Hackathon as part of the Frontline/ProPublica team. Sonja is currently working as Assistant Professor of Communication and Media Studies at Goucher College. She taught at The New School, New York City, and Montclair State University, New Jersey. Sonja earned her Ph.D. in Transmedia Storytelling at Ohio University, where her research was nominated for the Trisolini Fellowship Award. She attended Producing Fundamentals Intensive at SPS NYU. She also served as a mentor and speaker internationally, giving talks at conferences such as SIGGRAPH and VR/AR Global Summit. Sonja is currently working on her VR project, “Chocolate Milk,” an immersive exploration of a mind of a person with autism.</p>		
<a href="http://www.sonjabozic.com">www.sonjabozic.com</a> <a href="mailto:sonia.bozic@gmail.com">sonia.bozic@gmail.com</a>		

SHEILA BSTEH	Vienna, Austria	PARTICIPANTS
<p>Sheila is an enthusiast for immersive technologies and NFTs. She recently graduated at Erasmus University Rotterdam with a thesis about the impact of XR technologies on visitors' learning behavior and their willingness to pay. Next to a series of interviews, Sheila teamed up with the Belvedere in Vienna to collect data within an experiment. Another focus of her research is the universe around NFTs and blockchain technology.</p> <p>She previously worked in consulting for potential analysis, at the first digital radio station in Austria, and in other positions that joined entrepreneurship and innovation. Currently Sheila completes her Virtual Reality Expert training. The reason she decided to focus on VR is the rich spectrum of value creation in this medium. Sheila believes that world building with immersive technologies is a chance to connect and engage our past, present, and future creativity around the globe.</p>		
LI: <a href="https://www.linkedin.com/in/sheila-bsteh-b68ba513b/">www.linkedin.com/in/sheila-bsteh-b68ba513b/</a>		

SOPHIA BULGAKOVA	The Netherlands, The Hague	PARTICIPANTS
<p>Sophia Bulgakova is a Ukrainian ArtScientist and interdisciplinary artist currently based in The Hague, the Netherlands. Sophia is working on the intersection between art, technology, and society, focusing on the relationship between light, perception, and imagination. Through various sensorial inputs in her installations and performances, she tries to engage viewers, impacting their ways of perceiving reality and exploring new possibilities beyond it.</p> <p>She studied sculpture in Kyiv and then got a foundation diploma in Photography and Time-Based Media at the University of the Arts London in the UK. Finally, she graduated from the ArtScience Interfaculty at the Royal Academy of the Art and Royal Conservatory in The Hague, the Netherlands. Her works were exhibited at CTM Festival (DE), Sonic Acts Festival (NL), Baltan Laboratories (NL), Mediamatic (NL), and Ningbo City Exhibition Hall (CN), among other places.</p>		 A portrait of Sophia Bulgakova, a woman with curly brown hair and glasses, wearing a black t-shirt. She is looking directly at the camera against a dark background with a blue and red light gradient.
<p><a href="http://www.sophiabulgakova.com">www.sophiabulgakova.com</a> <a href="mailto:sophia.bulgakova@gmail.com">sophia.bulgakova@gmail.com</a></p>		
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Nearly Norman (Lucas Dewulf) is an artist, educator and facilitator exploring and creating immersive realities.

Currently he lives in Ghent, Belgium. He founded XRT - Immersive tech for arts and culture, a community of XR creators.

He teaches at universities how XR technology can be used in artistic or storytelling practices.

Lastly he is developing his artistic practice creating experiences where human connection is central. Key to his work is using the affordances of digital technologies to explore the physical world and to question our analog nature within the virtual space.



Camille is a Virtual Reality consultant and content producer with 15 year parallel careers in both technology and the arts (theatre, film, radio).

Since discovering Virtual Reality in Jan 2015, and realising the potential for this immersive medium, she has been researching, developing concepts and producing both Virtual Reality (VR) and Augmented Reality (AR) content for a variety of sectors including Healthcare, Training and the Arts.

In the last year, Camille's passion for theatre, the arts and VR have begun to converge. She is partnered with Irish National Opera on a 3 year European Union funded project called TRACTION which aims to break down barriers relating to Opera.

Camille created and curated Ireland's first VR strand at an arts festival for Carlow Arts Festival 2019. This consisted of a VR Cinema, an interactive strand and several talks and workshops. It went online on 2020 and she is currently curating the online VR Cinema series for 2021.

Camille is the first producer to work with the Animotive platform built by RETiníZE. She is utilising this powerful live performance animation platform to create a series of 360 films to help teenagers with anxiety.

Together with director Jo Mangan, she is the VR producer a show called Emperor 101, a new theatrical experience that combines live performance with an immersive Virtual Reality world. This show recently premiered at Dublin Theatre Festival in October 2021 and we plan to tour it internationally at Immersive Festivals at Sundance, Tribeca, SXSW and London Film Festival.

She is a founding member of Eirmersive (see: [www.eirmersive.com](http://www.eirmersive.com)) an umbrella organisation representing the Immersive Tech sector in Ireland.



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 Li: [in/vrcamille/](https://www.linkedin.com/company/vrcamille/)

I am an award-winning author and director, graduated from the internationally acclaimed HFF Munich. My films and stories range from social drama to fairy-tale and kids-animation. They all share my passion for human touch stories with a love for details and everyday heroes. Curiosity for innovation is the driving force throughout my career.

I've taught myself to animate oil paintings for my live-action movie "The Watchman and the Little Girl" sending the audience on a journey through the living paintings. For the first FFF funded serious adventure-game prototypes "Generation Zero", I've developed a story-world and written the script for two episodes, utilizing my screenwriting experience and love for story-driven games. "Peep and the Paperplane" was the first cg-animated diploma-film at the HFF Munich. It won the CT:D Audience Award - Best Short Animated Film at the 57th Zlín Film Festival with currently

2.5+ Mio views on YouTube. For the VR short film "Escape the World – VR" I've combined all my prior experience to write and direct a technically challenging motion-capture animated 360-degree Sci-Fi Drama in a dystopian future.

Currently I am co-developing a VR True-Crime experience in post-war Germany for Tellux Next.


Besides working in animation, I am constantly looking for likeminded partners, producers, and enthusiasts to develop films, games, and experiences together.

I am offering 15+ years of Live Action Film, CG Animation, Game and VR experience as author, director, cinematographer, and postproduction supervisor, with proven practical understanding for creative needs and production requirements across the disciplines.

Let's connect and start developing and creating together.






URSZULA GLEISNER	France, Trouville	PARTICIPANTS
<p>Urszula GLEISNER is an expert in virtual reality content, she is consulting on strategy &amp; marketing, and management of international XR projects.</p> <p>Urszula has been involved in international VR projects and festivals such as a live concert of Jean-Michel Jarre in VR “Alone Together” produced by VRrOOm, VR content festival “Break Down These Walls”, “Learn Do Share” in Poland, Screen4All in France, DISCOP in South Africa.</p> <p>For the festival Recto VRso, Urszula created a marketing strategy strengthening its identity and positioning, developed the communication strategy, as well as co-creating with Judith Guez the new format and program of the festival by forging partnerships with cultural institutions.</p> <p>Her 20 years of experience in international organizations and new media companies (VRrOOm, Technicolor, Thomson, UNESCO, Hewlett-Packard, Vision Factory) allows her to effectively support XR companies, festivals and institutions in the management and development of their immersive projects.</p> <p>She holds an MBA in International Business and Media Production.</p>		
<p><a href="http://www.gleisnerconsulting.com">www.gleisnerconsulting.com</a>  <a href="mailto:urszula.gleisner@gmail.com">urszula.gleisner@gmail.com</a>            Li: <a href="https://www.linkedin.com/in/urszula-gleisner/">in/urszula-gleisner/</a></p>		

Having worked as a Development Producer in factual Television and advertising for the BBC, Discovery or Thomson Reuters, I found my niche in creative tech companies, such as Emmy Award winning content studio RYOT where I produced the first VR Fashion Show at Museum Of Other Realities partnered with Kaleidoscope. Currently working in Virtual production in esports producing content for the audiences of the future. I love and develop ideas to push the boundaries of creative storytelling using different tools and techniques. I want to tell stories that matter and engage more viewers in new ways of consuming content. In 2021 I have been selected for a number of industry programmes, such as Virtual Production Lab at Futures Academy in London, Crossroads 2 Mentoring Programme or KIPA (Polish Producer's Alliance) accelerator. I also participate in a programme to develop a 15 min VR film at VN Lab at Lodz Film School.



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ADRIANA GUIMAN	USA, Seattle	PARTICIPANTS
<p>Content Strategist &amp; Producer @XRJourneys</p> <p>I'm a passionate storyteller interested in utilizing real and virtual spaces for offering audiences new experiences. I'm on a journey of discovering myself as an artist, grateful for every opportunity and experience both in traditional and new immersive mediums. As a PhD student affiliated to Aalto University, Helsinki, Finland I'm focused on researching the concept of montage in immersive environments. Also, I'm part of the Virtual Cinema Lab, a community of artists &amp; researchers built around Aalto University. Always happy to find collaborators both for XR projects development and academic research, so please reach out.</p>		 A portrait of Adriana Guiman, a woman with dark hair and glasses, wearing a white button-down shirt over a patterned scarf. She is smiling slightly and looking towards the camera. The background is a blurred office or studio setting.
<p><a href="mailto:adriana@xrjourneys.com">adriana@xrjourneys.com</a></p> <p><a href="mailto:adriana.guiman@aalto.fi">adriana.guiman@aalto.fi</a></p>		



<b>SVEN HAEBERLEIN</b>	Germany, Berlin	<b>PARTICIPANTS</b>
<p>I'm working for 20 years in the Media Industry as 3D Artist, Editor, Scriptwriter and Director. Writing my own stories let me start to produce and direct my own film projects. As a gamer in my heart I always searched for ways to integrate interactivity inside traditional linear storytelling by directing interactive movies and installations.</p> <p>I believe that Virtual Reality is a catalyst for interactive storytelling and will blur the line between films and games. Since the introduction of the Oculus DK1 I started to experiment and research this new medium of storytelling. In 2015 I directed for the ZDF Heute Journal the first interactive newsmagazine in VR, a fictional live report from the landing on mars.</p> <p>Beside wining a couple of prices for my movies our first VR Game HUXLEY won the VR Entertainment Award and and the German Computerspielpreis as best innovation.</p>		
		
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After graduating University in economy, Stefan took the exit from the business lane and entered the miraculous world of filmmaking. He studied film production and media economy at the renowned HFF Munich and took up post graduate studies in directing at Hamburg Media School. His track record as a director includes five award-winning short films and four feature films. His debut film „Abseitsfalle“ won numerous national prizes and was screened at the EU Parliament in addition to international festivals.

Stefan earned a certificate in screenwriting at UCLA Extension. He (re)wrote more than 570 episodes for the TV show “Dahoam is Dahoam”. In 2019/20, the German public channels aired a 45-minute episode of “Watzmann ermittelt” (ARD) and “Gipfelstürmer” (ZDF, 90 min.) that he both wrote. He currently develops the TV drama series “Painkiller” for X Filme, funded by MFG Baden Württemberg. In the academic field, Stefan writes his dissertation on the impact of Industry 4.0 on the structural and process organization of enterprises and has started teaching at Hochschule Aalen.

After a UCLA seminar on Games Writing, Stefan discovered a new passion and is currently creating a VR game for Tellux Next. Stefan is the head writer and game designer of “Karl May”. It deals with the fragile psyche of one of Germany’s most successful writers who tricked the world and himself into believing that he actually was the hero of his 70+ novels. Stefan strongly believes that VR will propel storytelling and human experience on the next level and therefore has become a curious adventurer in the realms of Virtual Reality.



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CLAES HOLMBERG	Norway, Oslo	PARTICIPANTS
<p>Hey there! I am originally from Stockholm, Sweden but for the last 20 years I have been living and working in Oslo, Norway. By the way, my name is Claes Holmberg.</p> <p>I have always seen myself as a person that would like to leave a visual legacy. Leave something behind that makes a difference to people now and hopefully for the future. When starting the position as a creative leader and campaign manager for the Norwegian Refugee Council I felt I had hit the jackpot. Here I was in one of the world's biggest international humanitarian organisations in a position that would give me the opportunity to tell stories and at the same time extend my horizon in a really exciting work environment. And with a 20 year background from the creative industry, for the most part as a graphic designer, I saw this as the perfect place to develop.</p> <p>Around 4 years ago we planned for a communication campaign with the objective of getting more students to understand the worlds refugee crises. I got hold of a 360 degree camera and started playing with it, had the chance to travel to Jordan and that changed everything! The result was an interactive VR piece that over 3000 students experienced. It is just remarkable how a story can get the audience full attention for over 10 minutes. Especially bewildered high school students.</p> <p>Travelling has always been important to me and through immersive technology I now see an even greater potential in giving others the opportunity to experience hard to reach areas. My last two trips to Uganda and Nigeria have really opened my eyes when it comes to bringing stories to life and getting the "field" closer to the audience. VR/immersive technology is a perfect tool for advocacy work and so far, my films have been viewed at the British and French Parliament, at the US Congress and larger exhibitions and among donors.</p> <p>4 years after it all started I am now in a position where I would like to develop my storytelling skills, immerse myself even more into the technology and that the Development Lab will connect me to like-minded people that will push me forward.</p> <p>Except that, I love to run.</p>		
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MAX IRMER	Germany, Hamburg	PARTICIPANTS
<p>Innovation Manager / Wannabe Futurist / Learning Experience Designer</p> <p>Hello everyone, my name is Max and currently I'm working as an Innovation Manager for a Corporate Innovation Lab called port F. We challenge and support our "mothership", the Feddersen Group, when it comes to foresight/futures, sustainability, innovation, "new" technologies, and work culture. Our mission is to make the plastics industry circular, digital, and fit for the future. Fortunately, we use a mixture between immersive storytelling, experience design and VR/AR to make this mission become reality soon. Anyhow, we're still at the beginning and our try and error approach works sometimes more, sometimes less successful.</p> <p>I strongly believe in the power of future research and foresight. On the side I work as a freelance teacher and support students on their future learning experiences in the field of foresight, design fiction and world building. Before I've started my job at port F I was working as a Foresight Consultant for a consultancy/agency called Z_punkt. I often need to present futures that do not exist yet. Immersive approaches presented through/via VR/AR help people to experience, feel and understand these futures. And people who feel and understand futures, have the possibility to shape the future. Long story short: Immersive storytelling can support people by creating desirable futures together.</p> <p>To put it in a nutshell: I try to build bridges between the old and the new, the present and the future and analogue and digital worlds. When I'm not doing this, I'm very good at losing games! Anyhow, I love to play almost all types of games, ranging from chess to Catan to boules. Feel free to contact me if you want to know more about our vision of a future ready plastics industry, if you have any idea or want to exchange about how to tell complex futures through AR/VR or if you just want to win a game.</p>		
<p><a href="http://www.portf.net/en/">www.portf.net/en/</a>  <a href="mailto:max@portf.net">max@portf.net</a>  <a href="mailto:mairmer@gmail.com">mairmer@gmail.com</a>  +49 160 9035 2679  Li: <a href="https://www.linkedin.com/in/max-irmer/">in/max-irmer/</a></p>		

# MARTHA IVANOVA


Belgium, Brussels

# PARTICIPANTS


Martha has worked in global data driven business for over a decade, with a transatlantic focus. She currently works for Dell Technologies and is wrapping up an executive MBA at UC Berkeley's Haas School of Business. She was previously in financial media products and did consulting for telco and tech companies. Martha has been a performance athlete for close to twenty years. She is exploring how to better tell stories around emerging technologies that are shaping the world we live and do business in.



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CAMILLE JEANJEAN	France, Paris	PARTICIPANTS
<p>Camille Jeanjean is a French VR maker based in Paris. Since 2018, she advises production companies (Cinétuvé experience, Animaviva, Emissive) or public institutions (French Institute, Forum des Images) to develop VR experience. From the writing process to the funding elevator, she is entirely dedicated to improve the best way to create new narratives collaborating with authors, directors and co-producers. Her interest is to build experiences at the crossroad of documentary, contemporary art &amp; poetry. After digging the middle east, she is inspired by dance movement and created her first VR documentary in development Lost Path as a director about a true story based. I am interested in how to connect immersive storytelling with in-depth reality.</p>		
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MICHAEL (ELLE) KOLCHESKY	France, Paris	PARTICIPANTS
<p>Graduated in photography and visual arts from Musrara Nagar Academy in Jerusalem (2005-2007) and from the Art Institute of Atlanta, USA (2003), Michael Kolchesky quickly became passionate about the new technologies of virtual reality and is one of the pioneers in this field (2008).</p> <p>She has been working as a technical expert in 360° imaging for more than 12 years and had been given conferences and masterclasses at international events. She has contributed to more than 100 VR/XR projects as a technical consultant, 360 camera operator and post-production expert specific to these new mediums.</p> <p>She has worked for brands such as BMW, Cartier, Jaeger Lecultre, Air France, Lancôme... and helped to create an immersive experiences for the Museum of the Great War In Peronne, France , she worked with some of the top directors as Marc Caro, Luc Serrano, Vincent Burgevin, Mathias Chelebourg and help some of the top French start-ups to develop their VR 360 imagery departments.</p> <p>She created at 2009-2010 one of the first interactive exhibitions "Las fiestas de Santa Tecla" for the City hall of Tarragona, Cataluña. In addition to her commissioned work, she also develops more personal projects on subjects that are close to her heart.</p> <p>Michael Kolchesky was the Vice President of the IVRPA (International Virtual reality Professional Association) from 2017 to 2019 and help to organize international conferences at Vienna (2017) Tokyo (2018) and Belfast (2019).</p> <p>She is the CEO of Visual Solutions 360 and now lives in France in Paris.</p>		
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Head of Radio, European Broadcasting Union / Chief Creative Producer, Czech Radio

Edita spent most of her working time producing radio and audio projects. She is a senior radio and audio executive with more than 12 years' experience at Czech Radio. In 2015, she founded and led the innovations team of Czech Radio as its Chief Creative Producer. She worked both on innovative audio content production as well as radio and audio trends, and has always been closely cooperating with the national and international audio community of producers and innovators. Together with her team, they have won multiple awards in journalism and public service for their work, including the Journalism Award for the best online journalism, and 2018 Prix Europa for the Best Digital Audio Project that the team won for their 1968 Project. Her experience includes extensive collaboration with public service media outlets. As of March 2021, Edita is the Head of Radio at the European Broadcasting Union where she works with European public service radios, audio producers, and international institutions on progressive radio and audio projects, innovation, and public service broadcasting advocacy.

Her first experience with the VR and AR world was during the production of 1968 Project. She has been interested in what VR environment brings for new opportunities in immersive storytelling, binaural audio narration and spatial sound recordings. She likes to explore how VR and immersive stories can be displayed in real space and through our headphones.

Edita was born in a little town of Ivancice in the beautiful South Moravia, the Czech Republic, and is now living and working in Prague and Geneva



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Behind my desk, is a quote from Kazuo Ishiguro written in charcoal. It reads: "There was another life I might have had, but I am having this one." A description of the place at the border between our choices and our destinies. It can be soothing to be limited in the face of encroaching limitlessness -- like a babe wrapped in swaddling clothes. I am at the lab to imagine new possibilities and the lives we might yet have and to consider the norms that we have yet to build to wrap ourselves in.

While the excitement in Europe about the 'metaverse' reaches fevered pitch, I remain recalcitrant. Projecting the ideological failures of the digital revolution into a future universe will not help us escape them.

I have a background in film, law and tech. I studied storytelling with the greats, like William Goldman. I taught film history as a teaching assistant to Andrew Sarris at Columbia University and screenwriting in Paris. I have won awards for my short films and received recognition for my screenplays in a variety of forums. I also have a passionate interest in privacy. I am a certified privacy professional through the IAPP and have worked with Privacy International in the UK on activist documentary projects.

Most recently, I was the writer, creative director and a producer on Privy To, a collaborative project from the Assembly of Privacy Doxographers. Privy To's first iteration uses Neurotech to explore privacy rights. It premiered at 2020's Electric Dreams Festival, was an official selection at 2021's CPH:DOX Inter:Active and was a selected project in EU Commission's STARTS-in-Motion Incubator. In 2020, I was also the recipient of the Luxembourg Film Fund Aide-aux-Auteurs grant for the development of an animated children's series.

I am interested in collaborations that address ethics in XR from a documentary perspective and in developing new fiction immersive projects with studios that employ privacy by design and yet manage to push the limits of what is possible.

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Claudie Linke is an audio-visual artist and illustrator. Claudie is originally from Germany, but now lives between Bali and the Alps. She first studied economics in Munich and later on Illustration & Creative Story Telling in Barcelona.

She entered the NFT space in November 2020, you can find her art on SuperRare.

Currently she's diving into Virtual Reality with a special project. She is writing a short novel – WILD, which is a poetic story about the history of money and power. And a surrealist road trip into potential futures. She will animate the story in VR, as audio-visual meditations. Her challenge is to contrast different types of story telling – the "original technology" of writing with the "final medium" - VR. She also includes the languages of music and dance. But mainly it is a quest to bring certain existing cultural ideas right into the hearts, minds and bodies of people. It is about hope and imagining alternative futures.



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KSENIA MARENNIKOVA	Chile, Santiago	PARTICIPANTS
<p>From one side of the globe to another. From digital journalism and advertising to virtual and augmented reality production. From partnering in a Russian media business to partnering in a Chilean tech company. From pretty much monoculturalism to the wide-open world. My story is curved but insightful.</p> <p>I graduated with honors from the Faculty of Journalism and Applied Communications of Saint-Petersburg State University, worked for BBDO Moscow, and ran my media agency for six years. In 2016 I moved to Chile and became part of OsoBorroso Digital, where we create immersive content for culture, events, and marketing in English, Spanish, and Russian.</p> <p>I fully entered the XR industry just in 2019, but my pace there has been fast and steady. In less than two years, I've produced XR experiences for WWF • Pepsi • Budweiser • Red Bull • Monster Energy • Walmart Chile • Samsonite • Orant Charities Africa • Mistral • La Feria Club • Ilko • Loncoleche • Leo Burnett • OMD Worldwide • FCB Mayo • Inbrax • Perfo Studio.</p> <p>In October 2021, our international team from Chile, Malawi, Canada, and the US won the Crystal Owl Award by Stereopsia Latam for the best educational XR experience. We built a whole Malawian village in WebVR to host a charity event of Orant Charities, an African-American NGO.</p> <p>Another beautiful project we made was reviving extinct animals in AR for WWF. The Footprints of Extinction campaign won various advertising awards and had wide media coverage.</p> <p>We also created the first VR Museum of Chilean culture, a virtual fonda to celebrate Chilean Independence Day, and a huge cosmic VR world for the first electronic music VR festival in Chile.</p> <p>Finally, I'm a massive fan of the Museum of Other Realities and an enthusiastic attendee of the XR programs of Venice Biennale, Cannes, Tribeca, NewImages, VIFF, and BFI, among others.</p> <p>Inspired by them and taking advantage of my previous background, I started XR Spotlight, a spoiler-free minishow about the best storytelling VR experiences with voice-over in English and subtitles in Spanish and Russian.</p> <p>Now I'm switching my life path once again from producing XR content to actually creating it, and from working exclusively for commercial projects to making artistic ones as well. I'm thrilled to meet creators to learn, share, support, and collaborate!</p>		
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<b>LUCIA GALINDO MARTINEZ</b>	The Netherlands, Amsterdam	<b>PARTICIPANTS</b>
<p>Hello,</p> <p>I am Lucia, a Spanish filmmaker based in Amsterdam.</p> <p>For many years I have worked as executive producer, director, and editor creating media for the development sector.</p> <p>At the end of 2016, I attended to the IDFA Doclab where I first became acquainted with VR and immediately fell in love with the medium. So, one month later I bought a Nikon Keymission 360 action camera and started developing my own documentary, Marilyn Martinez, which portrays a friend who is a trans woman and works in the Red Light district in Amsterdam: Marilyn Martínez Documentary. With the result of this experience I was able to validated my earlier enthusiasm and helped refine my interest on VR.</p> <p>I like to combine my passion for technology with a focus on Social Impact stories as I believe the interactive element provides the possibility for us filmmakers to provide a more intimate narrative through a personalised experience.</p>		
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Ioana Mischie is a Romanian-born transmedia artist (screenwriter/director) and transmedia futurist, awarded for filmmaking, cinematic virtual reality, and innovative concepts.

Fulbright Grantee Alumna of USC School of Cinematic Arts (collaborating with the Civic Imagination Lab /Mixed Reality Lab / JoVRnalism /Worldbuilding Lab), and Alumna of UNATC, advanced the transmedia storytelling field as part of her doctoral study thesis completed with Summa Cum Laude. After graduating UNATC's storytelling-driven BA and MA, her cinematic projects as writer/director have traveled to more than 100 festivals worldwide (Palm Springs ISFF, Hamptons IFF, Thessaloniki IFF) and were developed in top-notch international programs (Berlinale Talents - Script Station, Sundance Workshop - Capalbio, Cannes International Screenwriters Pavilion, Locarno Academy Meetings, MIDPOINT and many more).

Her interactive works were awarded by international playgrounds such as The Webby Awards, Golden Drums, South by Southwest Hackathon, The Steamer Salon. She was part of the artistic residency Forward Slash Story, organized by Columbia University, MIT.


She has successfully collaborated as a writer/director with Channel 4 in the UK (for two doc webseries with a record of views in the UK) and with the Oscars-awarded Legende Films (for the short fiction 237 Years). Her short film, Cumulonimbus, was nominated at the Gopo Awards 2018 for Best Short Film and was selected by Gus Van Sant as a finalist of the Coppola Shorts out of 1000 global entries. The expanded portfolio includes cinematic VR (The Wetland), participatory poems (Idonee), transmedia installations, web documentaries (Unsilenced Voices). Co-founder and Head of Storyscapes, an NGO focusing transmedia storytelling and expanded narratives initiated in 2012. In between 2015 and 2020 collaborated as an arts-based research collaborator of CINETic, an Eastern European center focusing on the interaction between neuroscience and groundbreaking audio-visual paths. Starting with 2020, the protagonist of this bio took a leap of faith to design a fresh transmedia initiative conceived as a transdisciplinary, trans-generational and trans-real hub.

In Romania she activates as well as a transmedia futurist for audio-visual and educational entities. While, in love with sharing good practices and collaborative learning, Ioana is teaching digital media arts, virtual reality, digital storytelling classes at both UNATC and UBB. Initiated numerous pioneering audio-visual educational initiatives for junior cinematic storytellers such as CINE-RITM, National Screenwriting Alumni Pitch, LdaVi Worldbuilding Hub, Romanian VR Showcase in Cannes. Member of Women in Film and Television Los Angeles since 2018 and member of Global Shapers Bucharest Hub, an initiative by World Economic Forum since 2020.

Among her recent original transmedia franchises, she has created the project Government of Children (3D film, web, XR), a pioneering expanded franchise empowering children to see themselves as leaders and to redesign their society. Her cinematic paths combine long-term concepts, groundbreaking technologies, and forms of expanded artistic impact. Envisioning the world as a neo-creative playground, she deeply believes that storytellers are "the architects of the future" (Buckminster Fuller).




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EMMA NUTTALL	UK, Manchester	PARTICIPANTS
<p>Skills - Creative writing, story development, dramaturgy, research, editing, publishing, interactive writing, prose, world building, scriptwriting, storyboarding, project management, workshops, producing, teamwork.</p> <p>An award winning writer, specialising in creating stories and experiences across multiple mediums. Over the course of my career, I have developed a body of immersive work across a variety of platforms including audio, immersive theatre, film, AR, books, location-based stories, VR, interactive and installation, working alongside collaborators such as the BBC, Cooperative Innovations, XRStories, BrightBlack and StoryFutures.</p> <p>In 2019, I began working for the BBC, script-writing and producing multiple digital interactive stories, most notably on the HBO/BBC His Dark Materials, which received 569.9k interactions. Currently, I am working with CosmoSquareFilms to produce a VR film in collaboration with University of York's media dept, XRStories and scripting a game based upon the 1950's novel The Kraken Wakes, with Charisma AI.</p> <p>Alongside the European Creators Lab for immersive technologies, this year I have also been selected for Screen Yorkshire's Agile Storytelling Programme, to produce a script which breaks down the barriers of how we experience story.</p> <p>In December 2021, I will be completing my PhD, which focuses on stories that are experienced digitally or alongside a digital component and explores new emerging narrative grammars which storytellers can exploit when writing for new technological platforms. In both my practice and my research I am excited by innovation and boundary pushing and I often work in diverse creative teams in order to interrogate the possibility of an idea to the fullest. I am a widely inquisitive writer, so no subject is out of bounds and I pride myself on a flexibility with genre. However, I am particularly drawn to stories that explore political injustice, complex social structure, and the relationship between the past and the present. My characters—whether imaginary or real—are often mavericks, dissidents, adventurers and outsiders, who ask questions, bend the rules and take risks.</p> <p>I am also particularly excited by work that challenges our understanding of reality. I enjoy the colour, vivacity and imagination that a lick of magical realism or futurism can bring to a story and these elements often permeate my writing through a weaving together of myth and realism, or by blending the line between our human experience and other digital ontologies.</p>		
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NICOLE POPST		Germany, Munich	PARTICIPANTS
<p>Nicole Popst is a physicist and multidisciplinary artist specializing in the fields of immersive spatial experiences, digital art &amp; design, projection, and audio-visual installations.</p> <p>Her work thrives to facilitate the integration of science&amp;technology into art, weaving hybrid collaborations between science, media arts and performance and creating multi-sensory spatial stories that communicate with the occupants and enhance their spatial experience.</p> <p>Nicole is currently based in Germany, Munich where she works in collaboration with other media artist, scientists and performance artists.</p>			
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<b>PATRICK GIRARD QUINNELL</b>	UK, London	<b>PARTICIPANTS</b>
<p>Creative Technologist &amp; Moving Image</p> <p>Award winner designer, with a passion for technology. This has led to a career at the forefront within the multimedia and technology sector. He has worked on a range of projects from directing music videos to advertising campaigns, with all of them incorporating diverse cutting-edge technology elements, for clients including Danny Boyle, Johnny Walker, Southbank Centre &amp; the Saatchi Gallery.</p>		
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NIM SHAPIRA		USA, New York	PARTICIPANTS
<p>Nim Shapira is an award-winning creative director, filmmaker, and new-media artist whose work explores the intersection of storytelling and innovative technology. He has won Webby, Addy, Clio, PROMAX &amp; Lovie awards for his immersive experiences, films, commercials, and music videos.</p> <p>Nim is a 2021 research fellow at the MIT Open Documentary Lab. He is a 2021 graduate of the La Biennale Di Venezia's College Cinema for VR and a 2020 alumni of NEWINC, a cultural incubator founded by the New Museum, focusing on the intersection of art, design, and technology. He also holds a BFA from the Tisch School of Film and Television in Tel Aviv University.</p> <p>As an XR filmmaker, Nim's work revolves around questions of humanism, communication, and compassion. In 2018, Nim founded Metallux Studio, which focuses on ways to promote social impact through storytelling. Nim directed the studio's first immersive VR film "Bystanding: The Feingold Syndrome" that had its world premiere at the 2021 Tribeca Film Festival. It was also an official selection of acclaimed film festivals such as Cannes XR3, ACM SIGGRAPH, and BiFan. 'Bystanding' also won GOLD for "Immersive - Best Documentary Experience" at the W3 Awards (illuminating Brilliance in Digital Experiences, Content, and Creativity \ Selected by the Academy of Interactive and Visual Arts).</p> <p>Nim is currently working on "The Broom" (2021 Venice Biennale Production Bridge, 2020 IDFA DocLab Forum) and "Climate Freakout People Are Not Popular At Parties" (2021 Vancouver International Film Festival \ Immerse XR Market).</p> <p>He divides his time between Brooklyn and Tel Aviv.</p>			
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TANYA SLEIMAN	Iceland, Seltjarnarnes	PARTICIPANTS
<p>Director/Producer Tanya Sleiman is a California-born artist and educator who embraces live performance, documentary film production, and new media explorations to cross borders through storytelling. Tanya's film and video works have screened in international festivals and US public television. Her film and video works have screened for audiences in international film festivals, museums, and community centers including PBS Reel 13, Rooftop Films, Strasbourg International Film Festival, Cantor Arts Center, Anthology Film Archives, Union Docs, Alwan Center for the Arts, and Visible Evidence. As an educator, she founded Brown University's filmmaking for social change program and led NYU Tisch School of the Arts in Cuba as on-site Program Director for documentary.</p> <p>Tanya is currently in production on "95 Lives" a feature documentary city poem about New York and Tanya's quest to shine a spotlight on the most famous camera-shy photographer you've never heard of, Helen Levitt who created magic on the streets of New York. Levitt's photographs from the 1930s-40s capture the humor and drama of city living through children's play and neighborhood sonatas.</p> <p>In development in Iceland, Tanya is exploring a new portrait film about art censorship through the biography of Nina Saemundsson, an Icelandic sculptor who worked in New York and California, before returning home to mentor a new generation of artists.</p> <p>Tanya currently lives in Reykjavik, Iceland, making humanist films with fresh eyes while trying not to be swept away by gale force winds in the Northern cold lands.</p>		
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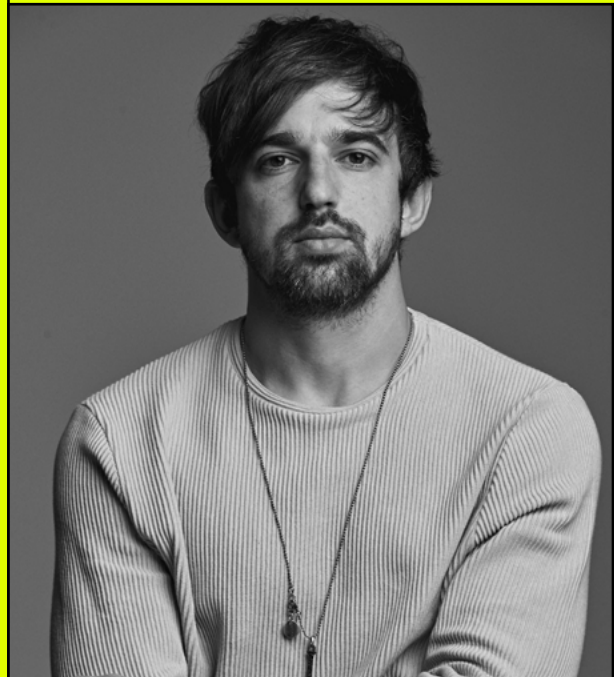


Founder and CEO of John Weston Group.


A graduate of the Film School in Łódź, he has a Strategic Storytelling certificate at Columbia Business School in New York, he graduated from the Faculty of Law, Administration and Economics of the University of Wrocław and the International Forum of Photography "Kwadrat".

He has worked for, among others, Volvo Group, Google, Skanska, THG, AMW, Echo Investment, Sdi Media, PGF, Pelion, Urtica, Pharmalink, Urtica Dzieciom Foundation, Song of the Goat Theater, Archicom, Bral School of Acting in London, 7R, Fresenius Medical Care, Bank Millennium, RYMARZ ZDORT Law Firm.

He is the creator of the original branding method:  
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<b>KASIA SWIETOCHOWSKA</b>	Poland, Warsaw	<b>PARTICIPANTS</b>
<p>Creative producer &amp; music consultant with extensive experience in the culture/entertainment industry. Enthusiastic about shaping immersive experiences through sound.</p> <p>Co-created the permanent exhibition of the Polish pavilion at EXPO 2020 Dubai (Science Now x Stellar Fireworks x Tellart consortium). Previously ran special projects of the Polish National Radio Symphony Orchestra in Katowice, including NOSPR AI in collaboration with IBM. Developed strategic programs for the Adam Mickiewicz Institute (Polska Music/I, CULTURE Orchestra) &amp; for the ONSTAGE mobile app. Runs the Automatophone Foundation, which carries out contemporary music &amp; sound art projects, including social responsibility initiatives with deaf &amp; unhoused communities.</p> <p>Classically trained cellist. Graduate of the Fryderyk Chopin University of Music, Google for Startups Founders Academy, Warsaw Film School &amp; Aspen Young Leaders Programme.</p>		
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MATAN TAL	Germany, Berlin	PARTICIPANTS
<p>Matan is a filmmaker and scriptwriter, specialising in new media forms of documentary. He started his way as a writer, when he published his first book at age 11 (in Be'er Publishing House). He studied film in Tel Aviv University, where he led a mutiny that managed to change the structure of the film department. Since then, he moved to Berlin, where he continue to create documentary works, as well as working as a video editor for various projects. His latest work, a desktop documentary about the digital afterlife of the renewed French filmmaker Chris Marker ("The Invention of Chris Marker") was screened at the Sorbonne Nouvelle in Paris.</p>		
<p><a href="http://www.matantal.com">www.matantal.com</a> <a href="mailto:matratal24@gmail.com">matratal24@gmail.com</a> +49 178 451 799 4 IG: @matratal Li: in/talmatan</p>		

I'm excited about storytelling. The best part is that each of us can tell the same story in a different way. What's even better is that there are a lot of tools by which to make the story an incredible experience. Throughout my career, I have tried a variety of instruments - acting, improvisation, writing, photography and videography. And the touch with each new tool is an immersion in a new world. This is exciting - exploration and discovering. I graduated with a Master of Arts in Multimedia Communications in Hanover / Germany. My career path goes through an interactive agency, a publishing house, a cultural institute and corporations. But my passion remains storytelling and the big challenge for me is how to make it my main motivation to wake up in the morning with joy.



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RICARDO VILAR	USA, New York	PARTICIPANTS
<p>Ricardo started his film and television career in 2008 by working for the prolific film producer Paulo Branco in Portugal. In 2011 he moved to New York City where he currently resides and is a partner at the production company Rollin Studios, a subsidiary of the largest soundstage company in NYC, Broadway Stages. As a film producer, he strives in finding stories that meld awe-inspiring and thought-provoking elements by delving into topics such as biographical subjects that appeal to a broader audience with the help of rapport. During his career, he produced independent feature films such as “Indiana”, “Cortex” &amp; “Angelfish”. Ricardo is currently working on new and riveting story projects that aim to push the envelope of storytelling to the next stage that will be story-living with the help of AR, VR &amp; MR technologies.</p>		
<a href="http://www.ricardovilar.com">www.ricardovilar.com</a> <a href="mailto:me@ricardovilar.com">me@ricardovilar.com</a>		

For most of my life I was fascinated with stories and illustrations – I LOVED children books and I had some illustrated by me through the years.

The last 5 years I spent working in the first AR startup in Bulgaria - iGreet - check it for the most wonderful AR cards in the world :) VR is my personal passion and I want to use it to tell stories in a more believable way and to touch the heart of my public.

Illustrator, Storyteller, 2D/3D animator and whatever it needs – I'm there :D



nadejday8@gmail.com

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I studied for some time contemporary dance between 2012 and 2016 in Cologne at the Centre of Contemporary Dance of Hochschule für Musik und Tanz Köln. Afterwards, I moved to Dresden, where I currently live and study Computer Science. I love both worlds, the dance world, where I can express myself through movement and the pure joy itself to move. As well as the Computer Science World, where I love to be a Software developer, analyses and solve problems through creative, rational thinking. I am interested in exploring how to connect movement/ dance with immersive Media and storytelling elements. I am at the beginning of my journey with immersive media, so I am curious and open for new inputs and where it could lead me.



[phillipp.arms@mailbox.org](mailto:phillipp.arms@mailbox.org)



I'm a motion designer, illustrator and art director based in Munich, Germany.

After graduating from the Baden-Wuerttemberg Cooperative State University with a B.A. in Media Design, in 2018, I've worked on various projects ranging from animated explainers, over illustrations and character design to concepting and building VR Worlds.

In my spare time I love to sculpt and model 3D characters and props based on 2D concepts.

I love learning and expanding my skills and am always excited to participate in new collaborations and projects.

Feel free to contact me if you are looking for someone with a professional background in motion & design (2D/3D).




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Born in 1984 somewhere in Eastern Germany life luckily brought me to Leipzig in 2004. 2010 I started freelancing as video editor, but also did VFX, compositing and 3D animation. 2014 I co-founded blendFX, a 3D studio in Leipzig with the focus on product visualization, VFX and XR applications for mobile devices. In the last few years blendFX has grown to a team of 9 people. My main job in our team is developing interactive apps with Unity in combination with Blender, the world's greatest OpenSource 3D Software. Some of the apps I worked on are VRAIS, OpenMovieVR, AstoriaVR, RochlitzVR, Cabinet of Wonders and Heartucate.



simeon@blendFX.com

Ask the internet for “blendFX” and it will lead you to content from us.

FRANK JUST	Germany, Leipzig	PARTNER
<p>Interactive Producer &amp; Co-Founder MIRAcode</p> <p>With more than 12 years of professional experience in the organization of all processes of interdisciplinary media productions, Frank Just has extensive conceptual and organizational know-how of a wide variety of production formats and volumes.</p> <p>Together with a team of programmers, consultants and artists, Frank Just has been co-founder of the Leipzig-based company MIRAcode since January 2021.</p> <p>MIRAcode is a service provider specializing in consultation and production of interactive applications. MIRAcode believes in the scientific benefits of gamification and a better understanding and connection through real-time digital futures.</p>		
<p><a href="http://www.miracode.io">www.miracode.io</a>  <a href="mailto:just@miracode.io">just@miracode.io</a>  +49 176 104 039 65  Li: /in/frank%2Djust%2D902a81a0/</p>		

MARIO PFEIFER	Germany, Dresden	PARTNER
<p>Mario Pfeifer ist a PRIX EUROPA nominated producer and director whose films have screened at international festivals in Amsterdam, Auckland, Berlin, Cologne, London, Madrid, Paris, Oberhausen, New York, Seoul and Toronto. He has exhibited globally on five continents in museums such as Los Angeles County Museum of Art [LACMA], Los Angeles; The Power Plant Toronto, Museum Folkwang Essen, Berlinische Galerie – Museum of Modern Art, MMK Museum für Moderne Kunst Frankfurt am Main; N.B.K. Neuer Berliner Kunstverein; Fotomuseum Winterthur; KOW, Berlin; Beursschouwburg, Brussels; MAAT Museum of Art, Architecture and Technology, Lisbon; KW Kunst-Werke, Berlin and many others. In 2019 Mario was a participant in the Documentary Campus Masterschool, in 2017 he attended the Feature Expanded Masterclass, in 2009 the Berlinale Talent Campus. Furthermore he was an artist-in-residence at the International Studio and Curatorial Program [ISCP] in New York, Gasworks in London, and Cité Internationale des Arts in Paris. In 2017 he has been named the RWE innogy– foundation for energy and society scholar. Mousse Publishing, Sternberg Press, Spector Books have published monographs on Mario's research and cultural projects.</p> <p>In 2017 Mario Pfeifer founded the production house [blackboardfilms]. blackboardfilms GmbH &amp; Co.KG is an independent production company for documentary, arthouse, virtual reality, 360° film, and immersive digital environments.</p> <p>blackboardfilms produces audio-visual content with a focus on cultural, social, and political issues.</p> <p>We work on the intersection of art, film and technology with a discursive approach to reach global audiences beyond genre definitions. Overall we aim to redefine the moving image culture and shed light on untold stories around the globe.</p> <p>We collaborate with innovative motion designers, musicians, content producers, market experts, entrepreneurs and tech innovators. We look back to numerous collaborations with funders from the cultural field: film and new media funds, galleries, foundations, museums and exhibition makers.</p>		
<p>www.blackboardfilms.info info@blackboardfilms.info +49 176 783 054 2</p>		
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Franziska Weser is a media educator & - psychologist and founder of the educational mixed reality Start-Up Heartucate. Heartucate was founded in 2020 with the goal to foster collaborative learning patterns in a playful way with the use of new technologies. Therefore an interdisciplinary team of experts from media, technology, science and education creates collaborative mixed reality worlds, in which kids and youngsters have to work together as a team in order to achieve a shared goal. The technological setup for the format was created first with the help of the EXIST scholarship grant and is further developed right now into a demo, that works for a group of four people. The demo is not only the first little showcase of the Heartucate format, but serves also as a prequel of the big production in 2022 „Expedition in the Arctic“. „Expedition in the Arctic“ is the pilot episode of „Climate XChange“, which was created in order to bring the issue of climate change closer to people in a playful way. Hope is, that by using this way of engaging with a serious game to also reach people who are not yet aware of sustainability or engaged in climate action. The story was created together with an interdisciplinary writers room and two researchers of the MOSAiC polar mission, that regularly takes place in the arctic. In the story the players are turned into researchers, that have to collect climate data in order to achieve a shared secret goal. In 2022 it will be placed in institutions such as schools, museums, libraries or event locations to bring awareness to climate change.

Franziska Weser was born in 1991 in Dresden and studied cultural and media education and media psychology. She worked in several fields before founding Heartucate, that either were centered in the field of media production or education. She worked as a video creation artist for the eLearning company sofatutor, as a editor for the documentary TV production company DOKfilm GmbH and as a project manager at HANDS on TECHNOLOGY e.V. for the FIRST LEGO League Junior Central Europe. Her heart beats for educational structures and how to make them more adaptable to our ever-changing world.



2021

NOV 15<sup>TH</sup> — 19<sup>TH</sup>

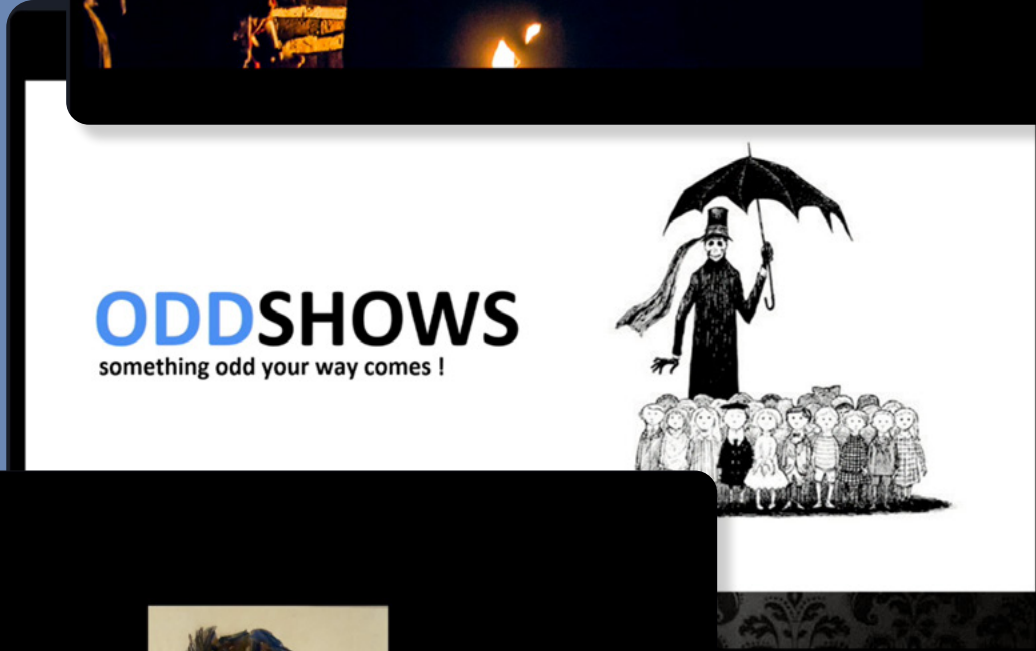
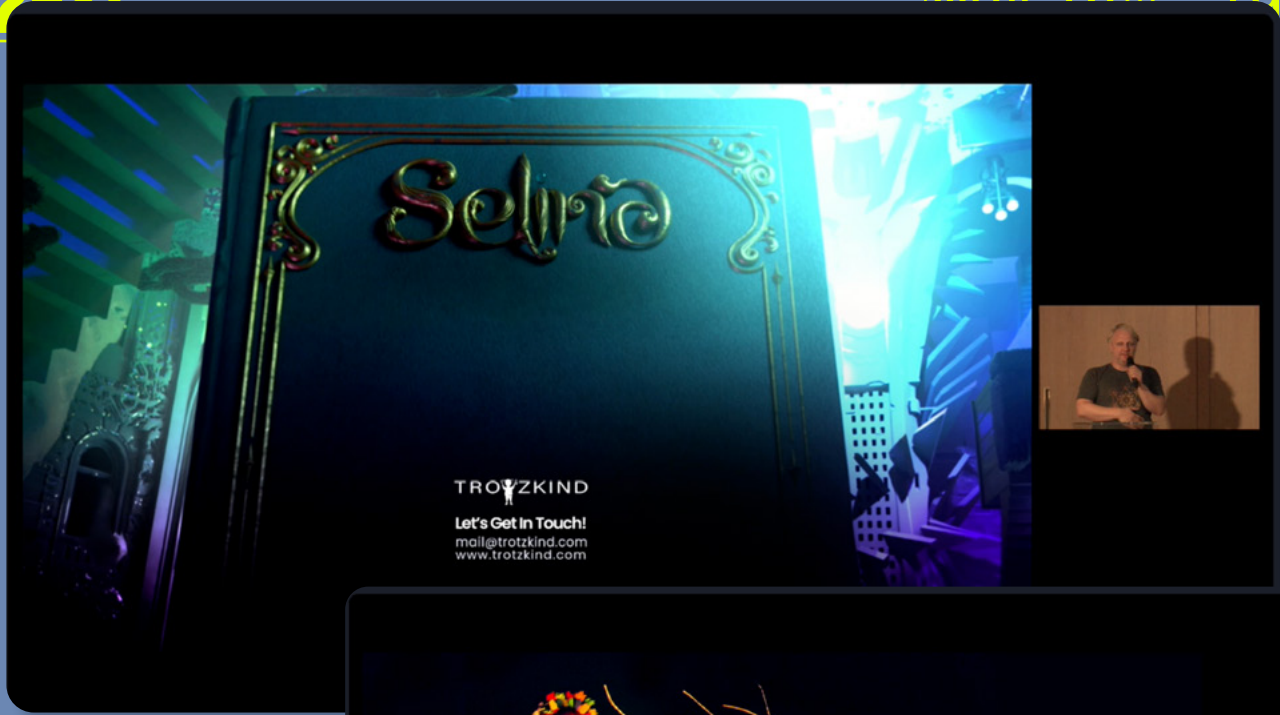


# THE BOOSTER



EUROPEAN CREATORS' LAB and STEREOPSIA join forces to boost the Booster Lab! With a 3day online lab with masterclasses and on-site / online pitching sessions at STEREOPSIA in Brussels, we support producers and their projects in development to get ready for the market!

The Booster is a 3-day-program starting with an intensive training led by international experts to master the art of pitching, get the latest insights & trends for the XR contents, industry and market, be at the forefront of the XR technologies and learn how to develop and finance a XR project.



SCHIELE  
XR





2021

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## SYLVAIN GRAIN

### TRAINING LEAD



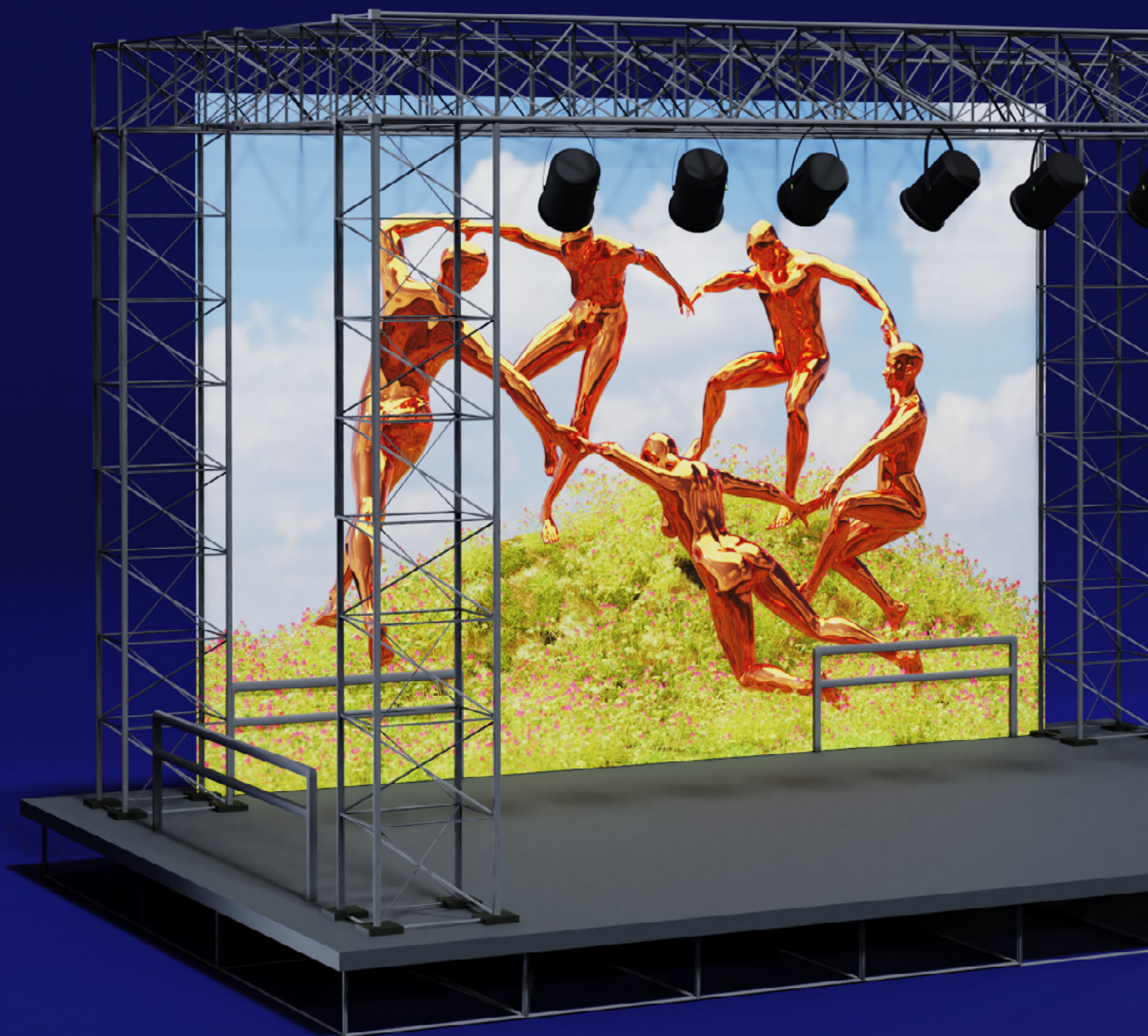
French producer, consultant and trainer with 15+ years of experience in the media and entertainment industry. His special skills and interest in stereoscopic-3D, CG animation and immersion led him to participate in innovative film projects for museums, theme parks, television, advertising and cinema, exploring a large variety of formats and technologies such as glasses-free 3D, IMAX 3D and eXtended Reality. As a co-founder of Chilean production company Raki Films, Head of Stereopsia Latam and active member of XR4Europe, he aims at building bridges between Latin America and Europe in media, animation and immersive technologies.

## ASTRID KAHMKE

### TRAINING LEAD



With a storyteller's heart Astrid works as curator for immersive arts, consultant, coach, and producer. In the past she produced international feature films, and, after more than 20 years in the film industry, she moved forward to immersive media. She was Creative Director of the Bavarian Film Center for several years, where she started to build the infrastructure for the XR industry with governmental support in Bavaria from 2016 on. She was co-founder and director of the Virtual Worlds Festival and co-curated one of the first VR Festivals completely in Virtual Reality together with Stereopsia (Brussels) and VRrOOm in VRChat in 2020. She is internationally requested as speaker and lecturer and is member of numerous juries and committees with a focus on narrative XR. Astrid co-founded and designed the European Creators' Lab for artistic XR in 2017 and has been the director and soul of EUCL ever since.



AVINASH CHANGA	The Netherlands, Amsterdam	MENTORS
<p>Avinash Changa is VR-maker, director, international speaker and consultant on the topic of Immersive works. He is founder of award-winning studio WeMakeVR, an Immersive production company with notable productions such as ‘Ashes to Ashes’, ‘Meeting Rembrandt’ and most recently “Angels Of Amsterdam”, which was part of the official 78th Venice Biennale selection, and the first Dutch VR work ever to be selected for the competition. The work was also selected for the Netherlands Film Festival.</p> <p>Currently he is working on the next generation of immersive experiences, including live social VR performances, a hybrid theater/vr performance, educational works, and hyperrealistic volumetrics. Speaking highlights: BBC News, MIT’s EmTech, Taipei Film Academy, The Next Web, CodeMotion, the Guangzhou International Innovation Festival China Coach for Venice Biennale College program   Member of NFF “Kring of Professionals   NAPA representative Interactive   ADCN 2021 Jury Member   IDFA Doclab Jury member</p>		
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Mathias Chelebourg is a french award winning Writer, Director and Producer best know for his pioneer work on innovative storytelling.

In 2020, Mathias teams up with animation veteran Eric Darnell (Antz, Madagascar) to write and co-direct Baba Yaga alongside all female cast Kate Winslet, Glenn Close, Daisy Ridley and Jennifer Hudson. The short adaption of the eastern european legend produced by Oculus wins three Emmy Awards (Outstanding Directing Team, Outstanding Interactive Media & Outstanding Character Design) and attracts the partnership of the United Nations for it's ecological award raising innovative angle on the original fairytale.


In 2019, Mathias leads BBC's break into Virtual Reality by writing and directing the first interactive episode of Doctor Who's serie 11, "The Runaway" with Jodie Whittaker alongside London's renowned studio Passion Pictures (Love, Death + Robots,...). In the meantime his immersive documentary on copycat architecture around China « The Real Thing VR » co-directed with Benoit Fellici for French broadcaster ARTE earn International recognition among festivals.

Mathias his also known to be one of the first artist to successfully blend the edge between animation, video game and theater with the use of cutting edge live motion capture actors and ambitious set designs challenging all five senses of the viewers like Alice the VR Play (La Mostra, 2017) and Jack Part One (Tribeca Film Festival 2018) voiced by Oscar winning actress Lupita Nyong'o.

Since 2018 he runs his own innovation studio Atelier Daruma, in Paris, exploring the potential of experiential design both from a creative and technical standpoint."





IOULIA ISSERLIS	Germany, Berlin	MENTORS
<p>Ioulia Isserlis (19.08.1989 in Moscow, Russia) is a Berlin based VR director, writer and producer. With strong roots in classical filmmaking, Ioulia dove full time into VR production 6 years ago, finding inspiration in a new medium that enables the spectator to enter a cinematic universe. She directed, produced and wrote PAGAN PEAK VR, that premiered at the 76th Venice Film Festival. Ioulia produced and co-wrote KOBOLD VR, that premiered at the 75th Venice Film Festival in 2018 and was named one of the 5 best horror VR games by Forbes. She is also the co-producer of BYSTANDING VR, that premiered at the Tribeca Film Festival in 2021.</p> <p>Ioulia is the Co-Founder and CEO of AnotherWorld VR and produced VR experiences for clients such as Balenciaga, Hugo Boss, Microsoft, Siemens and Telekom.</p> <p>Additionally, Ioulia is a board member of the Virtual Reality Berlin Brandenburg association.</p>		

A pioneer in the realization of 360° video, spatial sound and volumetric video, Damián Turkieh has directed more than 50 virtual reality experiences since 2014, is a professor and researcher in immersive narratives and technologies, and is founder and director of Realidad 360° Argentina, a leading producer of XR content. His latest works were virtual reality director and co-producer of the multi-awarded fiction series « 4 Feet High » (Metro Veinte), technical creative in « Virtual Crossings » (performance with MoCap and volumetric video in real time), audiovisual producer for the new interactive website of National Parks, and director of the augmented reality and virtual reality experiences of the exhibition « Dalí 2.1 » of Salvador Dalí. He developed the first volumetric video capture and processing studio in Argentina where he currently produces the VR experience « Magic in the Desert » by Cristina Kotz Cornejo. He continues researching and experimenting in a self-taught way with new technologies applied to audiovisual experiences, teaching and producing new narrative and performative projects that cross different realities.





- **FINDING FRIDA**  
Hilde Kristin Kjøs & Cécilie Levy & Bjørn-Morten Nerland
- **LEGEND OF CONQUEST**  
Dylan Pearce & Marcus Rosner
- **MASQUERADE**  
Juan Pablo Urgiles
- **QUINTESSENCE**  
Bashira Cabbasha
- **SCHIELE XR**  
Gerda Leopold & Sebastian Endler
- **SELINA**  
Sven Haeberlein
- **TANGIBLE UTOPIAS VR**  
Ioana Mischie & Vikram Jotwani & Andra Bria
- **THE ODDSHOW**  
Fabrice Gerard & Iwan Peter Scheer & Stéphane Grade
- **THE PALACE**  
Sylvie Carlier & Gilles Boustani & Camille Jeanjean
- **THE TIME OF A MOMENT**  
Victor Maes & An Ost & Kate Voet
- **WHEN SILENCE TALKS**  
Paulina Donoso & Gabriel Torres



A cold winter's morning in 1883, young Frida Hansen, a privileged wife and mother of three, walks into her winter garden and snatches off a precious, white camellia. She presses it firmly between the pages of a bible. «It was a funeral,» she says years later. «Now I have buried my passion for flowers, perhaps the whole of my previous life.»

Finding Frida is an immersive experience based on the true story of internationally acclaimed tapestry artist Frida Hansen. The experience addresses young Frida's traumatic losses when she and her husband lost everything in an economic crash in 1883. Shortly after, two of her three young children died of illness. In a devastating life situation, the creative force in her became her salvation.

Frida Hansen was scriptwriter Cecilie Levy's great-great-grandmother. The experience invites the audience to witness a virtual meeting between two women, two artists, born into the same family, a hundred years apart.



# FINDING FRIDA

## HILDE KRISTIN KJØS

Norway, Oslo

## PROJECTS

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Phone: +47 992 70 170

Hilde K. Kjøs is an award-winning documentary director and cinematographer with a Bachelor in Photography and Imaging from Manchester, and history of Art for University of Oslo.

Kjøs co-established Mica Film AS in 2004 and has since been based in Oslo, directing and producing documentaries for international film festivals and television. Since 2019 she has also worked in VR, creating experiences based on real life events and developing her own documentary photography projects.



## CECILIE LEVY

The Netherlands,  
Amsterdam

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Cecilie Levy is a scriptwriter educated at the Dutch Film and Television Academy. Her films were screened and won prizes at international film festivals. Her short film Mimoun was nominated for an International Emmy® Kids Awards and won the prestigious, European PRIX JEUNESSE and the Lucas award. In 2018 she was granted a four-year scholarship to do practice-based research into storytelling for virtual reality. Currently in development is VR project Finding Frida, together with Stargate Media and director Hilde K. Kjøs supported by Viken Film Centre and the Norwegian Film Institute.



## BJØRN-MORTEN NERLAND

The Netherlands,  
Amsterdam

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Phone: +47913 84 849

XR Producer living in Oslo. Has worked for over 10 years with interactive productions, and long professional experience with high-end AR / VR productions, from exhibitions, documentaries, commercial productions, music videos and short films. Is Co-founder of Stargate Media. Bachelor's degree focused in Media Technology from Lillehammer University College. Has been nominated for Gullruten(Norwegian Emmy) professional award for several years in a row in the categories "Innovation of the Year". Also has Official Honore for best use of interactive video, Webby Awards.



# LEGEND OF CONQUEST

## DYLAN PEARCE & MARCUS ROSNER

# PROJECTS



# LEGEND OF CONQUEST

## DYLAN PEARCE

Canada, Alberta,  
Edmonton

Dylan Pearce is a Canadian Screen Award nominee and Lumiere Award-winning Director/Producer. Dylan has worked in the industry for over 15 years and has directed eight feature-length films which have had both theatrical and broadcast release (Amazon Prime, Hallmark, A & E, TF1, Corus, SuperChannel and W Network). Dylan is currently developing his next 3D feature film based around a video game and set in the worlds of E-Sports.

## PROJECTS



## MARCUS ROSNER

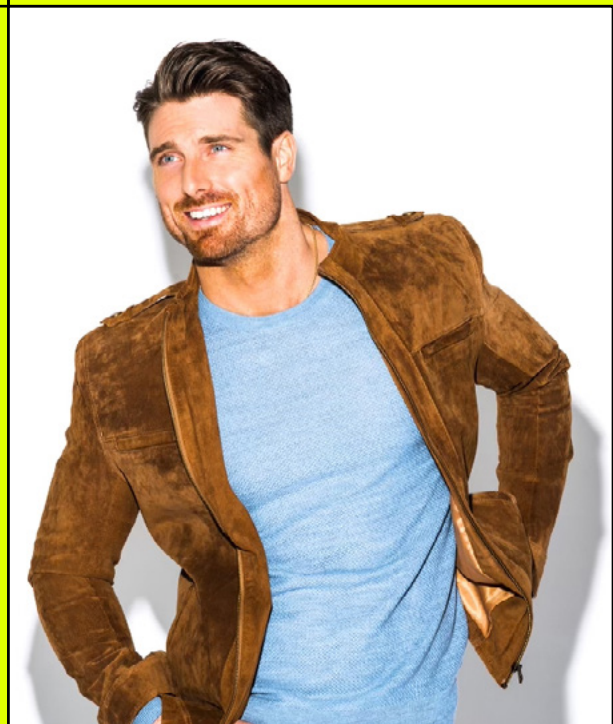
Canada, Toronto,  
Ontario

Actor, producer and writer Marcus Rosner was born in Edmonton, Alberta, Canada before venturing out to build his career in Vancouver, Los Angeles and Toronto.

He has gone on to have an enviable career on some of the industry's top projects. Select recurring roles include "Once Upon a Time" (ABC), "When Calls The Heart" (Hallmark), and "Girlfriend's Guide to Divorce" (Bravo) as well as Warren, the complicated bachelor cowboy in the third season of Lifetime's hit dark comedy "UnREAL". Other noteworthy on screen work includes "Continuum" (Syfy), "Arrow" (CW), "Supernatural" (CW), "Mistresses" (ABC), "You Me Her" (eOne/DirecTV), "Secret Circle" (CW), "The Wedding Planners" (CityTV), and "This American Housewife" pilot for Fox Television Studios (Lifetime), starring Melanie Griffith.

In the world of feature films for broadcast, Marcus has led numerous banner movies. Projects include more than 20 productions for Hallmark, Lifetime, Walt Disney and Ion. He can next be seen on the big screen in the BuzzFeed Studios/Lionsgate feature "My Fake Boyfriend".

Most recently, Marcus has turned his focus towards writing and producing. His projects include "Christmas With A Crown" and "For The Love Of Pasta".







Masquerade it's all about dances and masks. It is an interactive VR documentary experience that uses body movement to immerse you in the universe of traditional festivities and celebrations in different countries. It is a journey through the worldview of ancestral towns and tribes where the user, guided by an emblematic character who encourages the party with his mask and dance, follows the steps and movements to advance in the story and learn more about the myth that surrounds these traditions.

The mask will be the element that will allow access to these worlds that will be modified according to the interaction and dance skills of the user. Users will be able to access different masks that encompass different stories according to their dance abilities and interest in the experience. If they improve their steps they will unveil more features about the narrative universe that surrounds each mask and dance.

Masquerade allows the users to have fun, entertain themselves and learn from the interaction with the movements of each dance. Users will move their bodies to the sound music and rhythms, becoming part of festivities and celebrations from different cultures around the world. The great the movement, the more progress in the storyline.



<div>MASQUERADE</div>	<div>PROJECTS</div>
<div>IMAN TRANSMEDIA – PRODUCTION COMPANY</div>	<div> E-mail: <a href="mailto:hola@imantransmedia.com">hola@imantransmedia.com</a>  Instagram/Twitter: <a href="#">@imantransmedia</a>  <a href="http://www.linkedin.com/company/imantransmedia/">www.linkedin.com/company/imantransmedia/</a> </div>
<div> <p>Imán Transmedia is a digital storytelling production agency with more than 6 years in the national and international market. It focuses on the design, development and production of transmedia, interactive and immersive experiences. With their projects, pioneers in Ecuador, they have been selected and have obtained awards in festivals, markets and laboratories internationally. They have worked and collaborated with NGOs and international organizations such as UNESCO, UNHCR, European Union, Conservation International, International Development Bank and have developed content for the country's educational channel. In 2017, in Uruguay, they received the TAL Award in the Best Interactive Content category with their project on mediation and culture of peace, Multimediando. Their project Narra Quito, a transmedia and immersive experience on the oral and cultural heritage of the historic center of Quito, was exhibited in Colombia in 2018 during the International Documentary Exhibition of Bogotá. In 2019 they obtained the Competitive Fund of the National Institute of Cinema and Audiovisual Creation with Hacked Heart, an interactive romantic comedy. In 2020, Cross, a 360-VR documentary on Venezuelan displacement and human mobility, won the Small Grant award at Tech Camp Guayaquil and the Activist Lens Grant award at Kaleidoscope; in 2021, it won the POY Latam award, the Crystal Owl award for Best XR Social Impact in Stereopsia Latam and the Premium VR Grant in Artizen; in addition to being selected in festivals of human rights and VR in Colombia, Italy, USA, Spain, France, Argentina, Mexico, Greece and South Africa. They were also selected for the XR Challenge at the Cannes Film Festival and for the Virtuality Experience Pitches for Ibero-American Projects at Virtuality Paris with their interactive VR project “Masquerade” about traditional festivities, dances and masks.</p> </div>	
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# MASQUERADE

## JUAN PABLO URGILES

Ecuador, Quito  
Director

## PROJECTS

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Whatsapp: [+593-984587947](https://wa.me/593984587947)

Creative Director and Co-Founder of Imán Transmedia. He creates, writes and directs transmedia, interactive, and immersive projects that have been pioneering in Ecuador. He has been awarded with international recognitions and he has been selected in many labs, festivals and markets. In 2021, he won the POY Latam Award, the Artizen's Premiun VR Grant and the Crystal Owl for Best Social Impact XR in Stereopsia Latam. In 2020, he was selected for the Cannes XR Challenge, for the Virtuality Experience from Virtuality Paris and won the July edition of Kaleidoscope's Activist Lens Grant. In Ecuador, he won the 2019 fund of the National Institute of Cinema and Audiovisual Creation in New Media category and the Small Grant from the Tech Camp Program. He has written and directed immersive projects for organizations and brands such as UNHCR, European Union, Conservation International, UNESCO and BMW. His works have been exhibited in various countries around the world. He has given workshops and conferences within his country and abroad at events such as the UN Global Festival for Action, Games for Change, Mediamorfosis and the Narrar El Futuro New Media Festival.



## DAVID LUCIO

Ecuador, Quito  
Producer

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Co-founder of Imán Transmedia, agency and production company of digital content. He creates, designs, develops and produces immersive, interactive and multi-format audiovisual experiences applied to transmedia communication strategies. With Imán Transmedia, they have been pioneers in Ecuador in the development and execution of projects of this type, focused on public participation. They have created projects for public and private entities, national and foreign, such as UNESCO, UNHCR, Conservation International, IDB and other, creating innovative projects with which we have received international awards.



# QUINTESSENCE



PROJECTS

VESNA PETRESIN &  
BASHIRA CABBARA

AN EXTENDED REALITY EXPERIENCE



QUINTESSENZ

QUINTESSENCE		PROJECTS
BASHIRA CABBARA		Germany, Munich Email: <a href="mailto:contact@synaesthetica.space">contact@synaesthetica.space</a> Phone: +49 (0) 177.27 606 77
<p>Founder of SYNAESTHETICA, a Munich based art + media production with the aim to take art out of the white cube to let it become an immersive, multisensorial experience.</p> <p>Bashira, Art Historian (M.A.), is a former gallery director with working experience in curating, arts advisory as well as cultural event management. As a lecturer at the</p> <p>Ludwig-Maximilians-Universität, Munich (degree program Art &amp; Multimedia), she accompanies students on the way to their final exhibition - in real space or in the digital realm. During her activity in a Munich based Corporate Collection she was involved in realising art + architecture projects, among others. Before Bashira studied Art History with a focus on Contemporary Art, she was working as a production manager in the commercial and image film industry.</p> <p>As she was always interested in transdisciplinary approaches, Bashira Cabbara has turned her focus towards XR, in order to deliver concepts/ content for immersive experiences by merging art, science, media and new technologies and to execute projects in cooperation with artists.</p>		
VESNA PETRESIN		Germany, Berlin / UK, London
<p>Dr. Vesna Petresin is a transdisciplinary artist and thinker. She has a practice as a time-architect, composing and performing with sound, voice, space, light, rhythm, movement, text and code. The format of her work expands analogue media into XR experiences, augmented live performances and immersive ambient installations.</p> <p>She has exhibited and performed at Tate Modern, Miami, Royal Festival Hall, Royal Academy of Arts, Venice Biennale, Cannes International Film Festival, Vienna Secession, World Architecture Festival and Beijing Architecture Biennale among others.</p> <p>Currently a Visiting Fellow at Goldsmiths and Docent at the Amsterdam University of the Arts, she has lectured and published internationally and has been awarded the Knight Foundation and InnovateUK grants. Petresin's practice explores embodiment, transformation and time.</p> <p>She creates experiences to invite personal and collective epiphanies of body, presence, intuition and emotions.</p>		
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In this Extended Reality experience we meet the painter Egon Schiele shortly before his death. He is already sick with Spanish flu and at the end of his days. But the joy of our visit sparks his desire to create a drawing, a drawing of US. While he sketches, he tells us about his life and asks questions. Depending on our answers, we experience different moments of his life from his very personal point of view. At the end of our conversation we receive a drawing of our portrait - in the style of Egon Schiele.

# SCHIELE XR

## GERDA LEOPOLD

Austria, Vienna

## PROJECTS

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Gerda Leopold studied painting at the University of Arts in Berlin between 1979-1985. In 2008 she wrote and directed Mauer (Wall), her first film with actors. In 2014 she started her production company AMILUX FILM in Vienna, Austria, focusing on new ways of immersive storytelling. She produced and directed CARROUSEL, a 360° feature film and BALLAVITA, a cinematic, stereoscopic VR-film, which celebrated its world premiere at the 75. Venice Filmfestival.

In summer 2019 as a partner of LUPA FILM she co-produced the feature FABIAN, directed by Domi nik Graf, which competed in the Berlin Film Festival in 2021 and won the Silver Lola at the German Film Award. In 2020 Gerda Leopold published the feature film version of CARROUSEL - A MATTER OF PERSPECTIVE and produced the first prototype of the SCHIELE XR experience.

In 2021 she produced and directed with LUPA FILM the VR experience ZU GAST BEI JAMES SIMON, which is currently on show at the Kulturforum Berlin.



## SEBASTIAN ENDLER

Austria, Vienna

Sebastian Endler studied Political Science and Film Production in Vienna and Vancouver. He has worked on numerous film projects in different functions.

Sebastian Endler has worked at Amilux Film since its founding in 2014 starting with CARROUSEL as the Director of Photography. He has developed and produced many immersive VR experiences. He has specialized in interactive VR Experiences and his latest works include ZU GAST BEI JAMES SIMON an Interactive VR experience which was created for the State Museum in Berlin and BALLAVITA a cinematic VR experience which was in competition at the Venice Film Festival in 2018.

Currently Sebastian is developing SCHIELE XR, a complex interactive VR experience with multiple storylines and intricate user interaction.



# SELINA

## SVEN HAEBERLEIN

## PROJECTS

Selina is a modern VR fairy tale game about consent, emotions and imagination. We experience the story of a girl who lost her family and her home and seeks help in stories and imagined worlds.

We enter Selina's mind and help her defeat the evil witch Aniles, who threatens to destroy her world. But there's more to the evil witch than Selina would have us believe at first. Behind the symbolic narrative of a fairy tale, the players gradually discover a story of repressed feelings, confrontation and acceptance through integration. They gently help Selina in a consensual way to face her emotions and perhaps learn something about themselves in the process.



I'm working for 20 years in the Media Industry as 3D Artist, Editor, Scriptwriter and Director. Writing my own stories let me start to produce and direct my own film projects. As a gamer in my heart I always searched for ways to integrate interactivity inside traditional linear storytelling by directing interactive movies and installations.

I believe that Virtual Reality is a catalyst for interactive storytelling and will blur the line between films and games. Since the introduction of the Oculus DK1 I started to experiment and research this new medium of storytelling. In 2015 I directed for the ZDF Heute Journal the first interactive newsmagazine in VR, a fictional live report from the landing on mars.

Beside winning a couple of prizes for my movies our first VR Game HUXLEY won the VR Entertainment Award and the German Computerspielpreis as best innovation







TANGIBLE UTOPIAS - Groundbreaking Paths Towards Co-Designing Smart Cities is a pioneering virtual reality neuro-game (with a mobile game extension for accessibility purposes). Our project aims to bring together technology, the advancement in neuro-VR and creative visions of people around Europe in order to inspire societal debate and to propagate civic engagement with the purpose of co-creating and co-imagining/ prototyping future smart cities and smart initiatives.

# TANGIBLE UTOPIAS VR

## PROJECTS

### IOANA MISCHIE

Târgu Jiu, Romania

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Ioana Mischie is a Romanian-born transmedia artist (screenwriter/director) and transmedia futurist, awarded for filmmaking, cinematic virtual reality, and innovative concepts.

Fulbright Grantee Alumna of USC School of Cinematic Arts (collaborating with the Civic Imagination Lab /Mixed Reality Lab / JoVRnalism /Worldbuilding Lab), and Alumna of UNATC, advanced the transmedia storytelling field as part of her doctoral study thesis completed with Summa Cum Laude.

After graduating UNATC's storytelling-driven BA and MA, her cinematic projects as writer/director have traveled to more than 100 festivals worldwide (Palm Springs ISFF, Hamptons IFF, Thessaloniki IFF) and were developed in top-notch international programs (Berlinale Talents - Script Station, Sundance Workshop - Capalbio, Cannes International Screenwriters Pavilion, Locarno Academy Meetings, MIDPOINT and many more).

Her interactive works were awarded by international playgrounds such as The Webby Awards, Golden Drums, South by Southwest Hackathon, The Steamer Salon. She was part of the artistic residency Forward Slash Story, organized by Columbia University, MIT.

She has successfully collaborated as a writer/director with Channel 4 in the UK (for two doc webseries with a record of views in the UK) and with the Oscars-awarded Legende Films (for the short fiction 237 Years). Her short film, Cumulonimbus, was nominated at the Gopo Awards 2018 for Best Short Film and was selected by Gus Van Sant as a finalist of the Coppola Shorts out of 1000 global entries. The expanded portfolio includes cinematic VR (The Wetland), participatory poems (Idonee), transmedia installations, web documentaries (Unsilenced Voices).

Co-founder and Head of Storyscapes, an NGO focusing transmedia storytelling and expanded narratives initiated in 2012. In between 2015 and 2020 collaborated as an arts-based research collaborator of CINETic, an Eastern European center focusing on the interaction between neuroscience and groundbreaking audio-visual paths. Starting with 2020, the protagonist of this bio took a leap of faith to design a fresh transmedia initiative conceived as a transdisciplinary, trans-generational and trans-real hub.

In Romania she activates as well as a transmedia futurist for audio-visual and educational entities. While, in love with sharing good practices and collaborative learning, Ioana is teaching digital media arts, virtual reality, digital storytelling classes at both UNATC and UBB. Initiated numerous pioneering audio-visual educational initiatives for junior cinematic storytellers such as CINE-RITM, National Screenwriting



# TANGIBLE UTOPIAS VR PROJECTS

Alumni Pitch, LdaVi Worldbuilding Hub, Romanian VR Showcase in Cannes.

Member of Women in Film and Television Los Angeles since 2018 and member of Global Shapers Bucharest Hub, an initiative by World Economic Forum since 2020.

Among her recent original transmedia franchises, she has created the project Government of Children (3D film, web, XR), a pioneering expanded franchise empowering children to see themselves as leaders and to redesign their society. Her cinematic paths combine long-term concepts, groundbreaking technologies, and forms of expanded artistic impact. Envisioning the world as a neo-creative playground, she deeply believes that storytellers are "the architects of the future" (Buckminster Fuller).

## ANDRA BRIA

Romania, Bucharest

Innovation by profession, ecology by heart. Planetary centered economics, with an emphasis on justice, welfare and equity.

Andra Bria is a digital product designer working at the intersection of design, technology and social justice.

Her main work and interests revolve around the future of education, what role immersive experiences play in this future,

building technology with inclusion in mind, and using art to manifest our deepest values.





**FABRICE GERARD &  
IWAN PETER SCHEER &  
STEPHANE GRADE**



ODDSHOWS presents "THE DERANGED COUSINS", a unique and ground breaking, hybrid VR experience where a strange ferryman welcomes you aboard a real lifeboat for a trip to a remote island hidden in the mist.

There he will introduce you to the Deranged Cousins and invite you to come along as they enjoy a sherry in the garden, sing along to a sea-shanty, exorcise your demons and bury a loved one. Join this merry crew for an exhilarating mix of roleplaying fun and gothic VR frolics.

This "VR theatre" show is inspired by Edward Gorey's illustrated book by the same name and is infused by his exquisitely rendered drawings and his morbid, infectious sense of humour



# THE ODDSHOW

## FABRICE GÉRARD

Belgium,  
Liege/Brussels

Fabrice Gérard discovered the world of virtual reality during his studies in computer science. During his training, he participated in the development and elaboration of various functionalities related to the ORVAMU application under the guidance of Iwan Peter Scheer and Stéphane Grade.

To complete his training, he was asked to develop a prototype application called Peer Support. This project aims to offer training to security (police) and medical (first aid, ambulance, etc.) actors in order to teach them how to provide psychological support to members of their teams who have suffered from trauma following an intervention.

Curious, passionate and always wanting to learn, he is now involved with the initial team of the ORVAMU project, in the creation of a start-up called VR SPArCs taking on various projects related to this rapidly developing sector.

## PROJECTS



## IWAN PETER SCHEER

Belgium,  
Liege/Brussels

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Iwan Peter Scheer is a Digital Artist, Puppeteer and Storyteller. He is also an industry veteran who has gained experience and expertise across several decades and through an ever-changing cg/gfx landscape.

In his prolific career he has not only acquired a high level of complimentary skills in 2D/3D graphics, Motion Capture, Character Design, Digital Sculpting/Prototyping and VR but also developed a keen eye for art, story and design.

Iwan has collaborated on major entertainment titles and franchises in cinema, games and VR but also enjoys working on more intimate, artistic "indie" projects. Live action films like Lord of the Rings and King Kong, videogames like Outcast, Manhunt and GTA V as well 2D animated films like Brendan and the secret of Kells are just some of the projects I've had the pleasure of being a part of.

He's a creative, free-thinking professional and will bring originality, energy and care to any project he's involved with. He is autonomous and proactive in coming up with ideas, solutions and concepts but also enjoys being part of a creative crew or leading a project.

Iwan is an innovator and is always looking for new opportunities to stretch his talents, discover new frontiers in entertainment and working with others,

Oddshows is for him an exhilarating opportunity to explore the new, unexplored horizons that virtual theater offers. The deranged cousins is his first outing in this field and is an ambitious project he plans to complete in 2022 in collaboration with other creatives, pioneers, performers and storytellers but most importantly you, his virtual audience.



Stéphane Grade completed his PhD in Psychological Sciences at the University catholique de Louvain (UCL) in 2016 under the supervision of Mauro Pesenti and Martin Edwards. His doctoral thesis was within the cognitive neuroscience's domain, focusing on space perception, embodied cognition, and virtual reality. Back in the days, with the DK1 & 2 of oculus, he crafted a humble VR lab to change participants body proportion and demonstrate that perception and action are not distinct cognitive processes, but are intimately interconnect

After his PhD, he started working as a researcher within the Haute école de la Province de Liège (HEPL) and its associated research center: the CECOTEPE on the creation of VR tools for the training of emergency actors (ORVAMU project). The ORVAMU project aim was to design mass casualty incidents simulations to train skills like medical triage and bleeding control using virtual reality.

He is now working on a Spin Off project called VR SPARCS funded by Wallonia, with the ambition of creating a company specialized in the development and deployment of VR experiences. We are team of bold VR sparcssionautes with various and complementary team. We have a strong focus in the domain of education, training, and healthcare but we allow ourselves to go through other portals towards new virtual realms to be explored.

Therefore, we submitted our project “the oddshow of the deranged cousins” to the booster, to challenge ourselves in a new direction, to learn, to grow and create then deploy, a new VR experience.



# LE PALAIS

UNE EXPÉRIENCE D'UTOPIE EN VR



Guise. During the 19th century, the industrialist André Godin built the Familistère. With this dreamed and built city, he traces for more than 120 years the path of a "concrete utopia", which implements amazing social innovations. Going back in time to the origins of the project, Godin takes you on a fascinating immersive investigation

# SYLVIE CARLIER

France, Paris
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# PROJECTS

After having started a career as a film editor (with Agnès Varda, Jane Birkin...), and directed several documentaries, broadcasted on different television channels (Antenne 2, Planète, Ciné +), Sylvie CARLIER created AnimaViva production in 2005,

Since then, as a producer, she has always insisted on preserving what constitutes the identity of this collective of authors and creators: the search for strong content, a particular attention paid to the script and a work on the image inspired by the cinema.

In recent years, this "credo" has been enriched by adapting to new formats and new forms of narration.

VR seems to her an additional language particularly rich in possibilities relevant, a "booster" of emotion, to develop narrative projects, documentaries or fiction.





# THE TIME OF A MOMENT

VICTOR MAES & AN OOST &  
KATE VOET

PROJECTS



We experience a day through the eyes of Ida, a 72-year-old widow who lives with dementia. After the death of her husband Louis, her condition has rapidly worsened. Her small flat holds many of their memories - some already forgotten, others soon to be lost.

In this 6DoF, interactive and animated VR experience, we experience the fading reality of Ida. As memories disappear, Ida's flat becomes increasingly colourless and undefined. By interacting with the objects in the apartment, we reveal Ida's memories. These fragments of her past, like pieces of a puzzle, gradually form Ida's story. Ida discovers that she has lived a great love story and comes out of her solitude, for a moment.

The Time of a Moment is a magical experience about transformation, loneliness and loss, but above all about love.

# THE TIME OF A MOMENT

## VICTOR MAES

Belgium, Brussels  
Writer/director

## PROJECTS

Website: [www.victormaes.com](http://www.victormaes.com)

Victor Maes is a Master graduate of the LUCA School of Arts film department in Brussels. Even though he studied (live action) film directing, he graduated with the animation short film 'Pleurer de Printemps'. He took courses in advanced cinematography at the Global Cinematography Institute in LA in order to pursue a career in cinematography.

His fascination for computer science, design, new media and technology drive him to search for and develop new forms that blur the boundaries between fiction, reality and animation.



## AN OOST

Belgium, Ghent  
Producer

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Cassette for timescapes (BE) produces films, series and VR projects that combine innovative vision with political and social engagement. We have successfully coproduced with the US and in Europe. Adding to festival, cinema, tv and online distribution, we aim to create a tailor-made impact strategy for each project.

An Oost joined Cassette for timescapes in 2014, where she produces the VR projects and works as communication & distribution manager. She holds a Master degree in Communication Management and followed different workshops around digital storytelling and XR production. In 2020 she was selected for the EAVE marketing workshop with ALL-IN, the European Film Awards nominated documentary by Volkan Üce.



## KATE VOET

Belgium, Brussels  
Writer, Director

Website: [www.katevoet.com](http://www.katevoet.com)

Kate Voet is a writer/director whose work revolves around identity, the loneliness of the mind and the unreliability of memory. As a University of Brussels, LUCA School of Arts, University of Amsterdam and The New School University of NYC graduate, she studied literature, theatre & media studies, business management and film directing. Kate is a GO SHORT Campus, RIFF Talent Lab and a NISI MASA European Short pitch alumna. Her short 'Les Homards Immortels' screened at numerous international film festivals. Besides her first VR experience 'The Time of a Moment', she is currently developing a new short film and her first feature film.



# WHEN SILENCE TALKS

## PAULINA DONOSO & GABRIEL TORRES

In Ecuador 64% of women are sexually abused every year, 65% of these cases are related to a parent or the direct environment of the victim. Only 5% are processed through the judicial system and most of the cases remains unknown because of threats, shame, and silence agreements. Amelia is a character of a young woman that was born in Ecuador and was sexually abused. No one believes her, and the government failed to process her case. Her body became her own cage, and she tries to scape though pieces of art. She represents only one of thousands of girls and woman who are victims of abused and violence and must live in silence, because of the corruption of the justice system. Amelia is looking for the way to stop been invisible. She starts to travel into these wonderful paintings of the famous Argentinian artist Hernan Ricaldoni, looking for her path to be strong and to stop living in the past and the shame, while she finds in nature the way to scape of violence, injustice, and oppression. This project will make you feel what Amelia's feels and connect to her inner world.

## PROJECTS





# WHEN SILENCE TALKS

## PAULINA DONOSO

Ecuador, Quito

## PROJECTS

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IG: <https://instagram.com/lapaulidonoso>

Director of the Multimedia and Audiovisual program at UDLA University in Ecuador. She is finishing her PHD in Communication at Universidad Austral in Argentina in political script analysis for documentary film. She has a master's degree in Kutztown University in Pennsylvania in Social Work. Right now, she is an official member of the National Audiovisual Arts and Film Academy of Ecuador. She was the former National Technical Director at the Film Council of Ecuador. She is a script writing expert and audiovisual director of short films and musical videos. She also teaches documentary film production and audiovisual script writing at UDLA University. She is the director of the international festival in VR/ AR "MULTIFEST". She was Decision maker at the NewImages Festival 2021. She is accredited as international professional for CannesXR, Virtual as part of the Focus Program of the French Institute in Paris. She organized the CannesXR satellite in Ecuador and was in the Board of Members and part of the Jury at Steropsia Latam 2021. Her project When Silence Talks won the Artizen Latam XR award 2021.



## GABRIEL TORRES

Ecuador, Quito

Gabriel Torres is the Director of Crew Studio Lab UDLA. He has a bachelor's degree in Multimedia and Audiovisual Production and a Master's degree in Direction and Audiovisual Post Production. He has directed several musical videos, commercials and has produce for several clients such as Ambacar, Cyrano Corfu, and Roche. He is the producer for The silence Talks and the director of the technical team in the projects. He is a photographer and photography director. He produced the Satelite of the Cannes XR Festival in Ecuador and oversees the Immersive Lab at UDLA. He is also the producer of the Multifest Festival. He is also producing the first Cluster of Creative Industries in Ecuador.





# #EUCL2021

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